oneworld

brand guide

May 2012

airberlin

AmericanAirlines

BRITISH AIRWAYS

CATHAY PACIFIC

FINNAIR

IBERIA

JAPAN AIRLINES

LAN

QANTAS

ROYAL JORDANIAN

S7 AIRLINES

Guiding principle

Reference: Building on the **one**world asset, oGB and oMD initiatives, June 2008

"**one**world is a brand attribute of each member's own brand and must be included in a meaningful and consistent manner at all touch points in the customer journey."

Logo variations

The keyline surrounding the **one**world logo is always present even on light colour backgrounds—resulting in only one version of artwork for light and dark backgrounds.

Keyline width is twice the width of the letter "l" in **one**world logo.

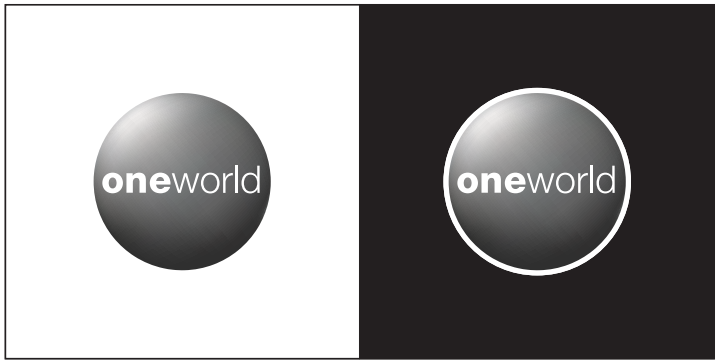
Please contact the **one**world Brand Manager, details on last page of this document, if you require advice on how to reproduce the logo on special finishes or merchandise items.

Full colour logo
(for high resolution printing and on-screen)

ow_cmy.eps on white background

ow_cmy.eps on **one**world horizon blue colour background

Gray scale logo
(when full colour printing is not available)



ow_gr.eps on white background

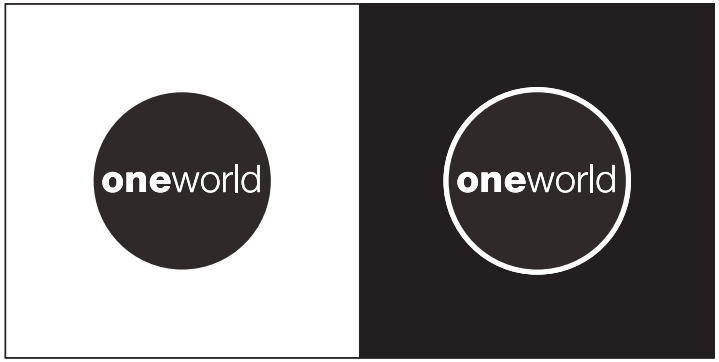
ow_gr.eps on black background

Solid colour logo
(for low resolution printing such as silk screen)

ow_cmy_solid.eps on white background

ow_cmy_solid.eps on **one**world horizon blue colour background

Solid black logo
(for low resolution printing such as fax, when full colour is not available)



ow_k_solid.eps on white background

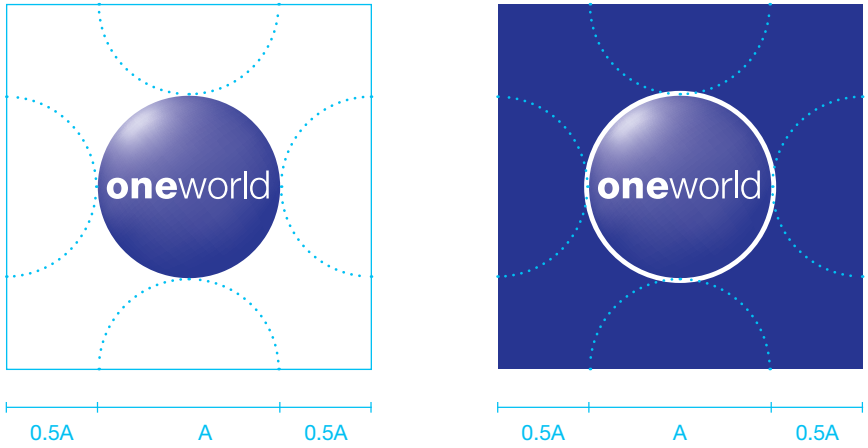
ow_k_solid.eps on black background

Clear space

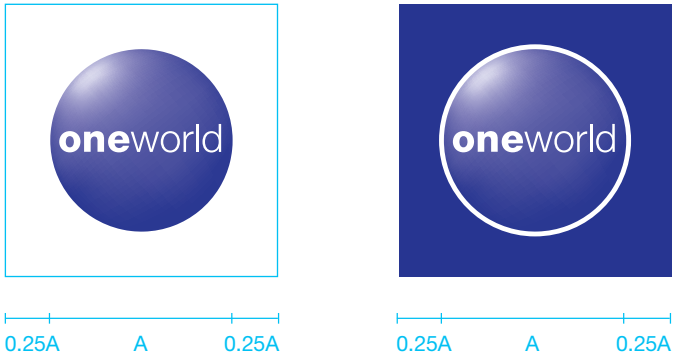
In general, the clear space around the **one**world logo should be a minimum of a 1/2 sphere diameter.

In order for the **one**world logo to be used more consistently in media with restricted space or where reproduction quality cannot be assured, the clear space around the logo may be decreased to a quarter sphere.

Half sphere clear space



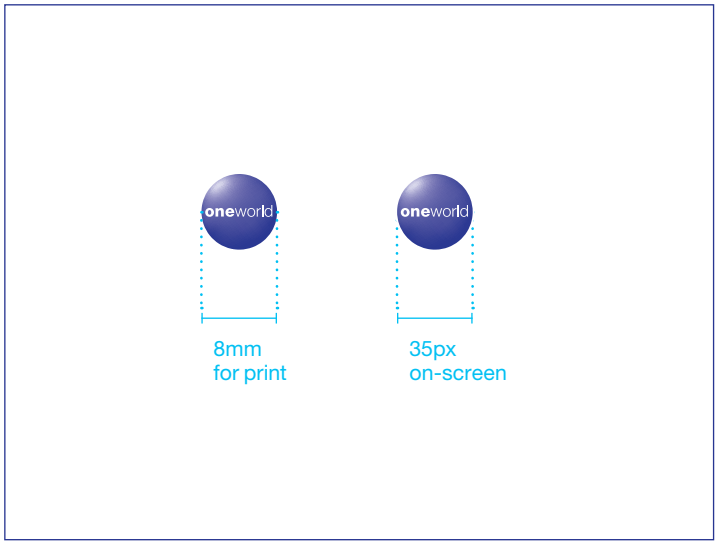
Quarter sphere clear space

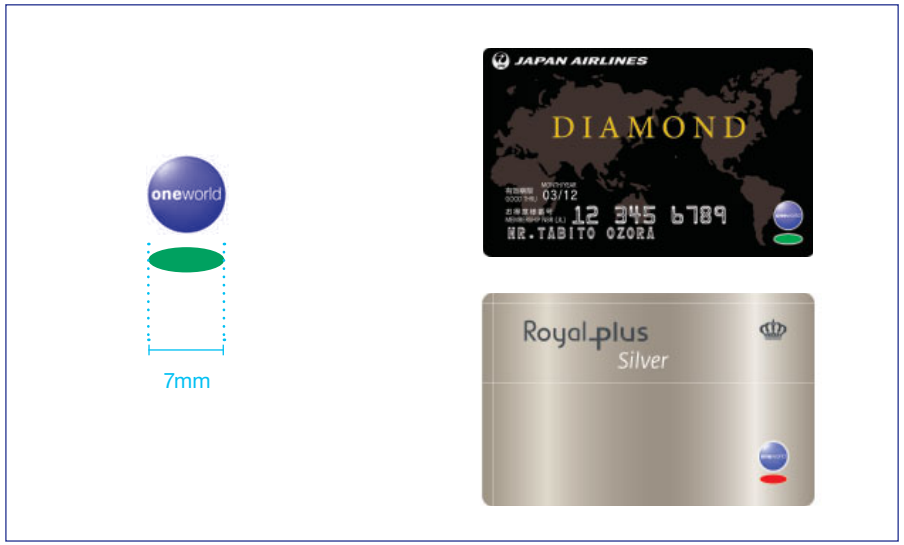


Minimum logo size

In general, the minimum logo size for print media is 8 mm, and for on-screen media it is 35 pix. However, there are two exceptions to the rules.

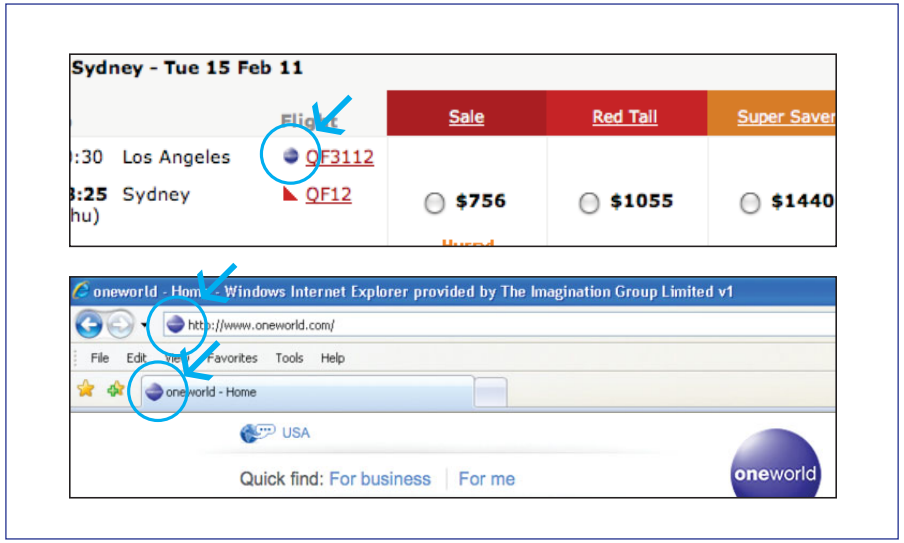
General Rule





Exception 1:
Frequent flyer card applications.

The logo can be used as small as 7 mm wide on frequent flyer card.



Exception 2:
'Icon' use on web browser, airline booking engine, desktop and mobile applications.

The logo may be used at below minimum size as an icon in situations where the brand name and logo are clearly legible on the same page. For example, on a web browser or within airlines' booking engines.

Type only treatment

When legibility of the logo cannot be guaranteed at minimum size (e.g. small banner ads, on-screen applications, print applications such as onboard napkins), it may be replaced by a type only version of the **one**world brand name, either as '**one**world' or '**one**world member', using the guidelines below.

For the type only treatment, always use the typeface shown on the right, and the colour should always be **one**world horizon blue.

oneworld

oneworld member

'one' should be written in Helvetica Neue 85 Heavy

The rest shoule be written in Helvetica Neue 45 Light

oneworld **horizon blue**
pantone 2735
cmyk = 95, 89, 0, 0
rgb = 18, 12, 128
hexadecimal = #120C80
ral 5002

oneworld

40 px wide on-screen

Minimum size for type only treatment is 40 px wide.

Typography

corporate typeface

Helvetica Neue font family is the **one**world corporate typeface. It is used for **one**world multilateral communications.

Use the following weights only:

Helvetica Neue 35 Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If Helvetica Neue is unavailable Arial may be substituted for on-screen usage.

body text

When representing the **one**world name in body text, the following style should be used:

All lower case, never capitalized and no word space. '**one**' to be set bold, and 'world' to be set regular/roman of member airlines' corporate typefaces.

The ® reference should only be used with the **one**world name the first time it appears within a communication piece. However, the ® is not to be used in any headlines or sub-headings, only body text.

Where **one**world appears in a bold headline or subheading 'world' should appear in the lighter weight.

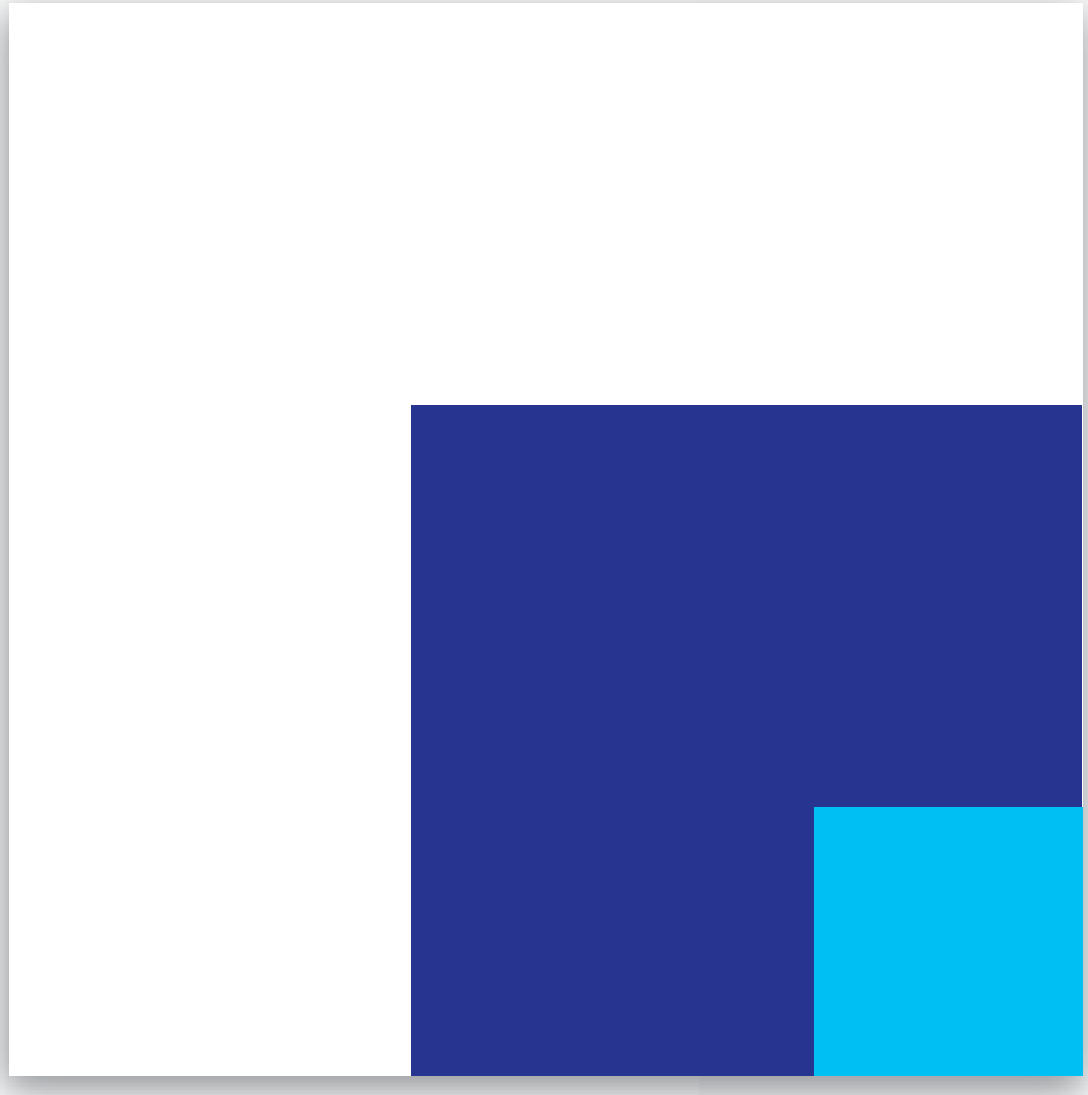
When oneworld.com is stated the 'one' is no longer emboldened.

For general use, use all lower case 'the **one**world alliance'. For formal and legal documents, use upper and lower case 'The **one**world Alliance'.

Acceptable: **one**world, **one**world®, **oneworld**

Unacceptable: oneworld, oneworld®, **One** World, **ONE**WORLD, **ONE** WORLD and **One**World

Colour

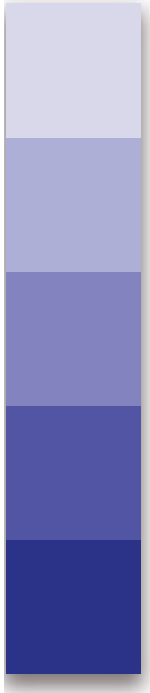


white (primary)
Use large areas of white for strong visual effect.

oneworld **horizon blue** (primary)
pantone 2735
cmyk = 95, 89, 0, 0
rgb = 18, 12, 128
hexadecimal = #120C80
ral 5002

light blue (secondary)
pantone 298
cmyk = 70, 0, 0, 0
rgb = 0, 192, 243
hexadecimal = #00C0F3

Because of the tendency of gradations to appear 'banded' when optimised for small file sizes, it is not recommended for use in on-screen applications.



20%
rgb = 208, 206, 230
hexadecimal = #D0CEE6
web-safe hexadecimal = #CCCCFF

40%
rgb = 160, 158, 204
hexadecimal = #A09ECC
web-safe hexadecimal = #9999CC

60%
rgb = 113, 109, 179
hexadecimal = #716DB3
web-safe hexadecimal = #666699

80%
rgb = 65, 61, 153
hexadecimal = #413D99
web-safe hexadecimal = #666699

100%
rgb = 18, 12, 128
hexadecimal = #120C80
web-safe hexadecimal = #000066

Frequent flyer gemstones

Because our member airlines' frequent flyer programmes have different names for their various membership tiers, we have created a set of common **one**world status levels: **one**world Emerald, Sapphire and Ruby. These are represented by gemstones that appear where the customer has access to benefits and services appropriate to their tier level, for example at airport lounge entrances or on their own airline's frequent flyer card.

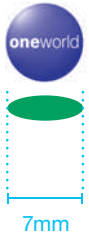
No type is permitted within the gemstone and no attempt should be made to modify the design in any manner.

emerald
pantone 347
cmyk = 100,0,100,0
rgb = 0,150,90

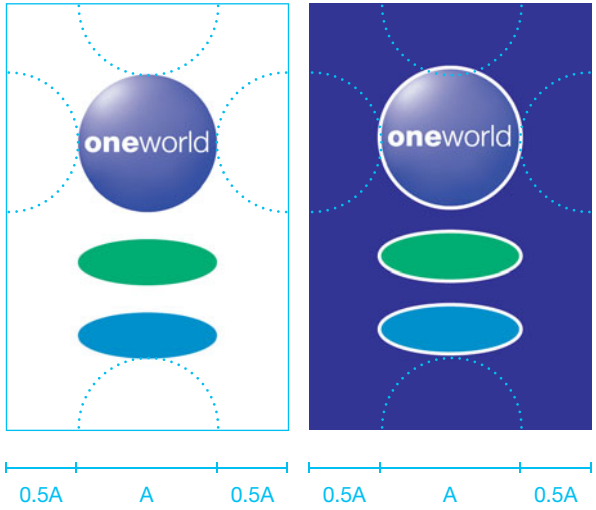
sapphire
pantone 285
cmyk = 100,50,0,0
rgb = 0,115,180

ruby
pantone 192
cmyk = 0,100,68,0
rgb = 228,0,60

Minimum size for frequent flyer card applications.



Clear space for gemstones should be a minimum of a 1/2 sphere diameter.

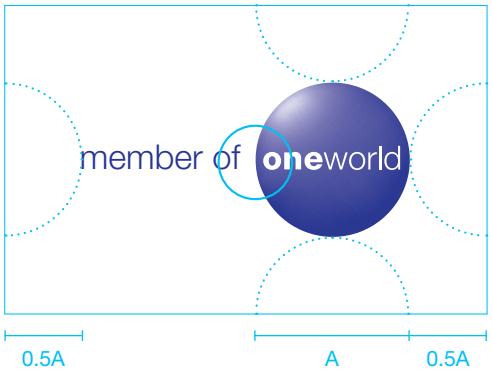


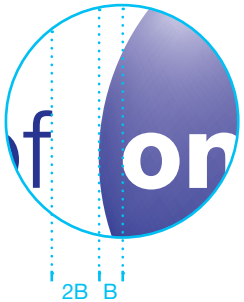
gemstones on white background

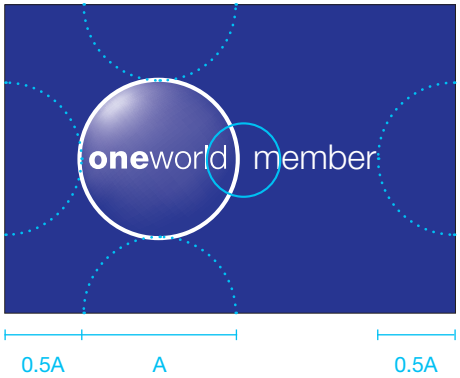
gemstones on **one**world horizon blue colour background

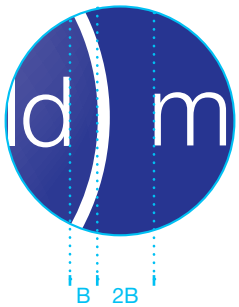
Member line

Adding the ‘member line’ to advertising and communications materials should form part of the transition plan for a new **one**world carrier. It may also be used when a carrier enters a market where **one**world is not well known. Following an establishment period in the alliance, or in a new market, member airlines should use the sphere alone and no longer incorporate the ‘member line’.









Logo stack

The following examples show the various ways of arranging the **one**world logo with the member airline logos on multilateral communications. The standard stack is in alphabetical order, however when in a home market always use the home carrier first, followed by the rest of the logos in alphabetical order.

All versions of the member airline logo stacks are available as complete artwork files on www.oneworldbrand.com. They must not be modified in any way.

Please note: effective 20 March, 2012 the logo stacks have changed. Please make sure to download the latest logo stack artwork from the link above.

1 column portrait
alphabetical

2 column portrait
home carrier

2 line landscape (centred)
alphabetical

2 line landscape (ranged left)
alphabetical

2 line landscape (ranged right)
alphabetical

3 line landscape (centered)
home carrier

3 line landscape (ranged left)
alphabetical

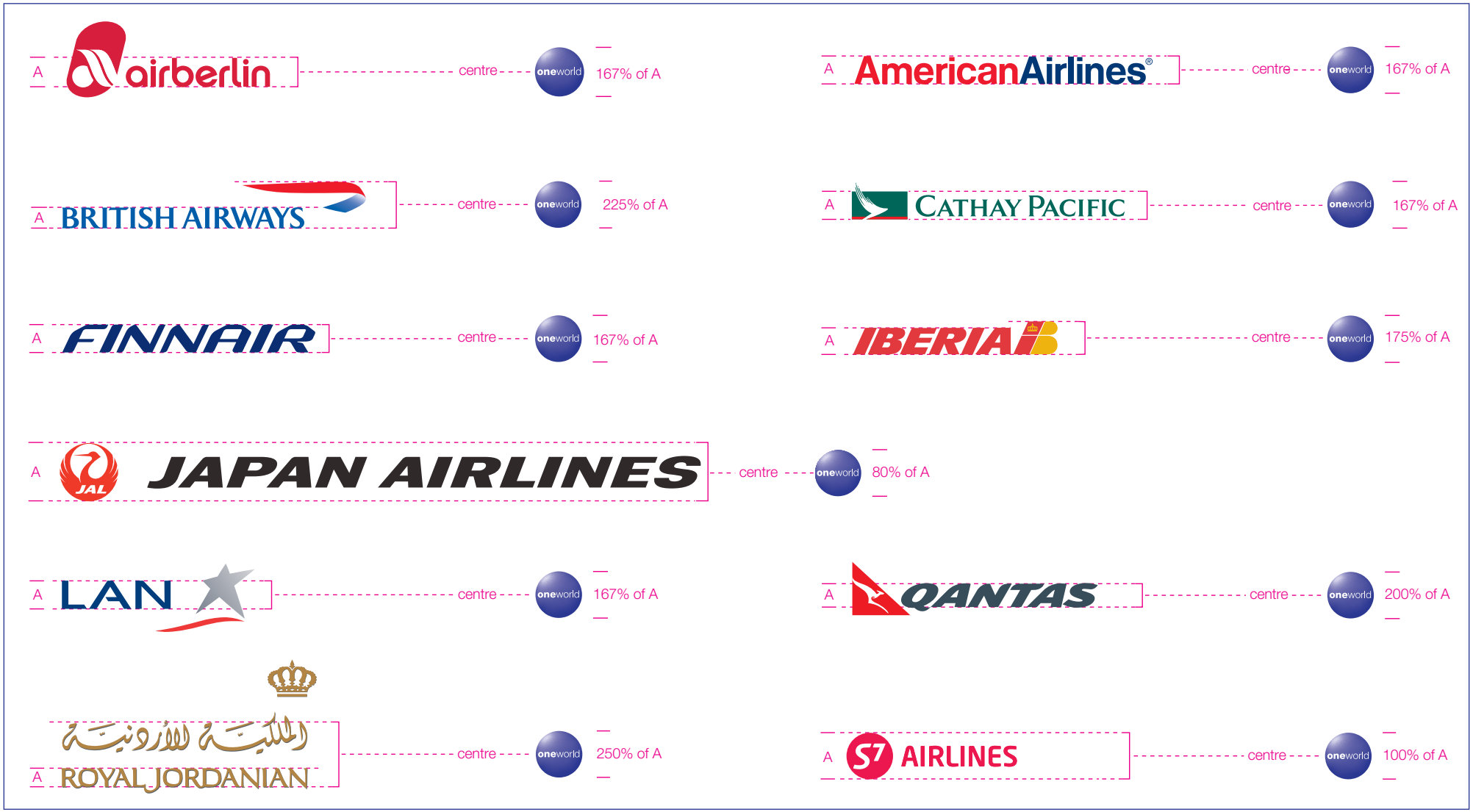
Artwork file name directory

File Type	Logo Size	File Name
full colour pantone colour (for high resolution printing such as professional offset)		
Illustrator eps	vector	ow_pms.eps
four colour cmyk (for high resolution printing such as professional offset)		
Illustrator eps	vector	ow_cmy.eps
rgb (on-screen)		
Illustrator eps	vector	ow_rgb.eps
gif	large (1000 px)	ow_rgb_lg.gif
gif	medium (300 px)	ow_rgb_md.gif
gif	small (45 px)	ow_rgb_sm.gif
jpg	large (1000 px)	ow_rgb_lg.jpg
jpg	medium (300 px)	ow_rgb_md.jpg
jpg	small (45 px)	ow_rgb_sm.jpg
png	large (1000 px)	ow_rgb_lg.png
png	medium (300 px)	ow_rgb_md.png
png	small (45 px)	ow_rgb_sm.png
solid colour (for low resolution printing such as silk screen)		
Illustrator eps	vector	ow_pms_solid.eps
Illustrator eps	vector	ow_cmy_solid.eps

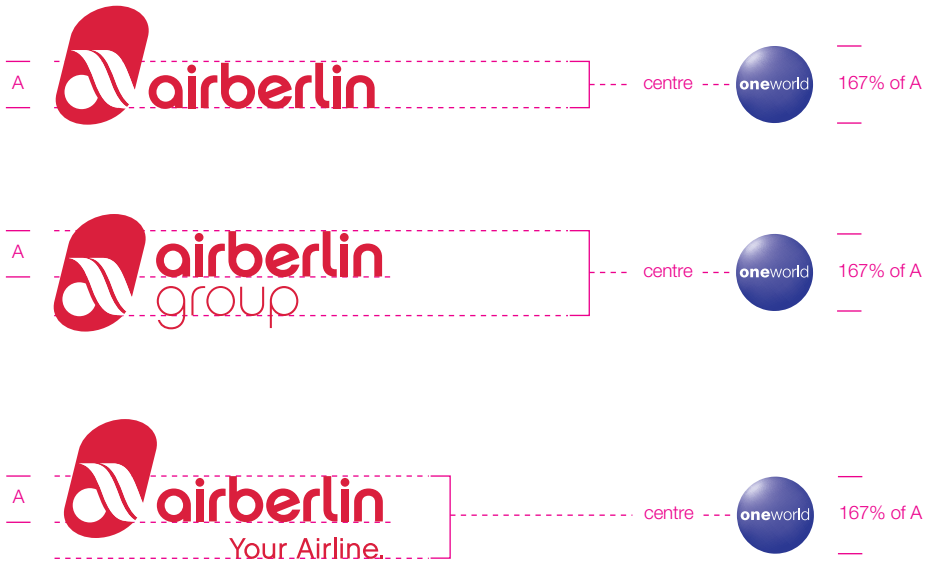
File Type	Logo Size	File Name
gray scale (when colour is not available)		
Illustrator eps	vector	ow_gr.eps
gif	large (1000 px)	ow_gr_lg.gif
gif	medium (300 px)	ow_gr_md.gif
gif	small (45 px)	ow_gr_sm.gif
jpg	large (1000 px)	ow_gr_lg.jpg
jpg	medium (300 px)	ow_gr_md.jpg
jpg	small (45 px)	ow_gr_sm.jpg
png	large (1000 px)	ow_gr_lg.png
png	medium (300 px)	ow_gr_md.png
png	small (45 px)	ow_gr_sm.png
solid black (for low resolution printing such as fax or etching, when colour is not available)		
Illustrator eps	vector	ow_k.eps
gif	large (1000 px)	ow_k_lg.gif
gif	medium (300 px)	ow_k_md.gif
gif	small (45 px)	ow_k_sm.gif
jpg	large (1000 px)	ow_k_lg.jpg
jpg	medium (300 px)	ow_k_md.jpg
jpg	small (45 px)	ow_k_sm.jpg
png	large (1000 px)	ow_k_lg.png
png	medium (300 px)	ow_k_md.png
png	small (45 px)	ow_k_sm.png

Communications

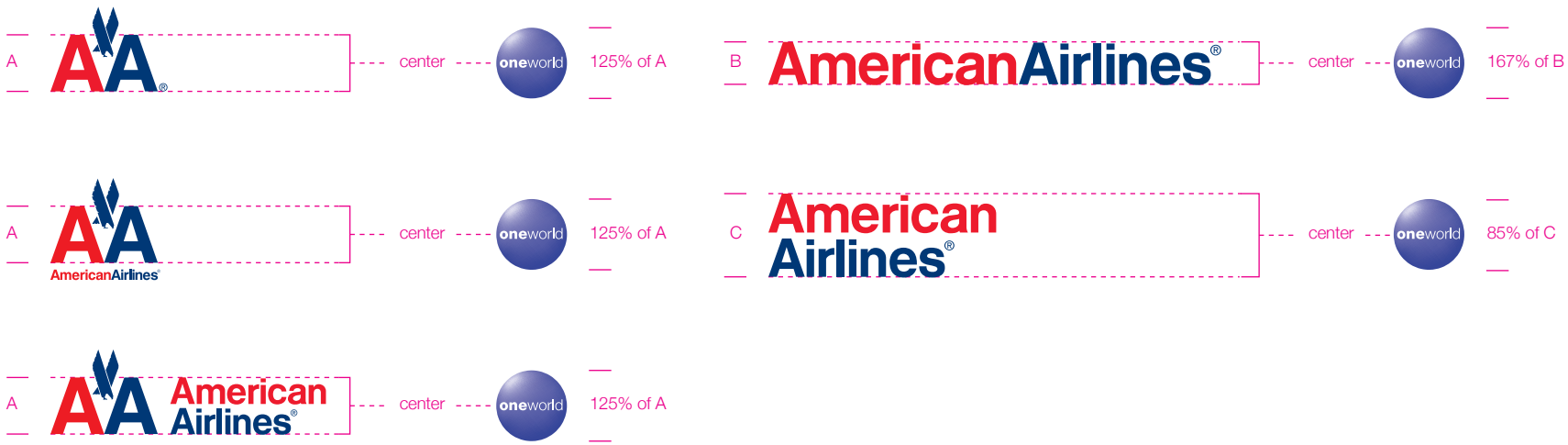
The communications relationship should be used in: advertising, collateral, travel documents, on-line. The **one**world logo may sit left or right of the airline logo, depending on the layout – however for consistency within carriers' own material, carrier should elect a preferred positioning and incorporate into their own guidelines.



Communications



Communications

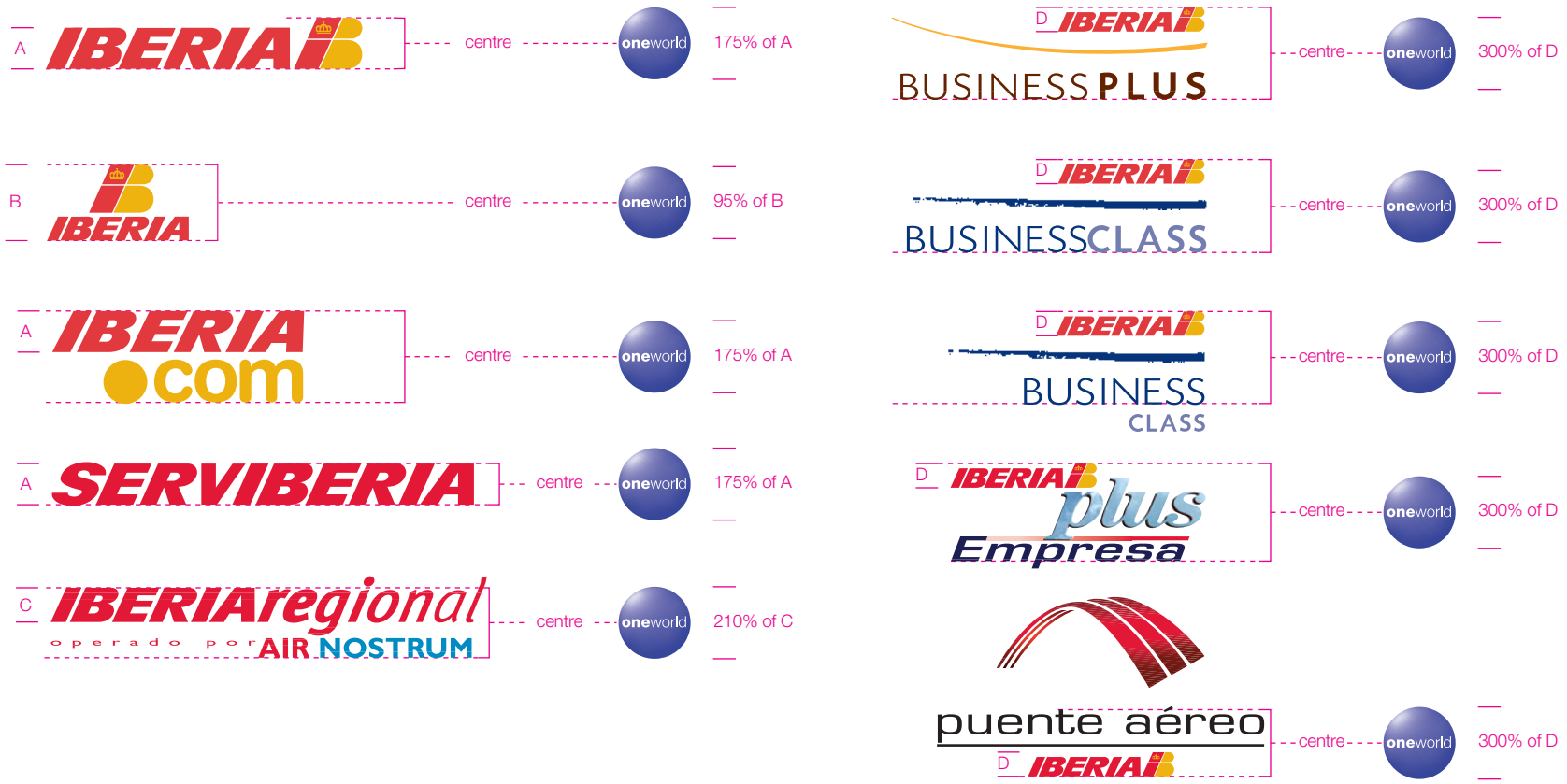


Communications

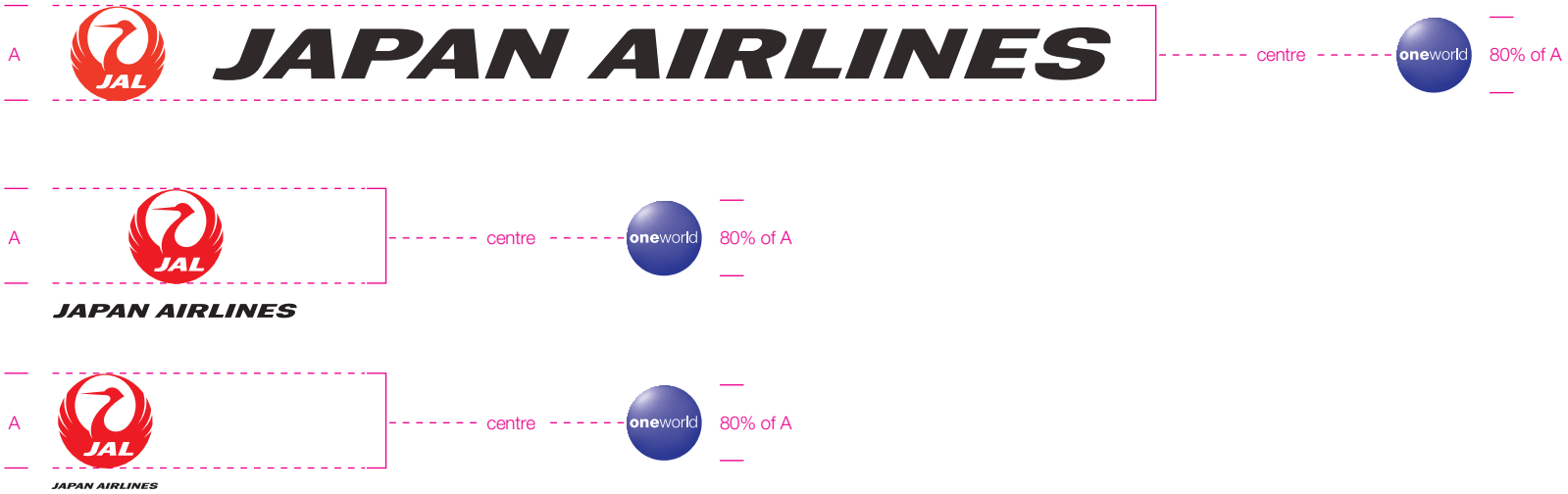
Communications

Communications

Communications



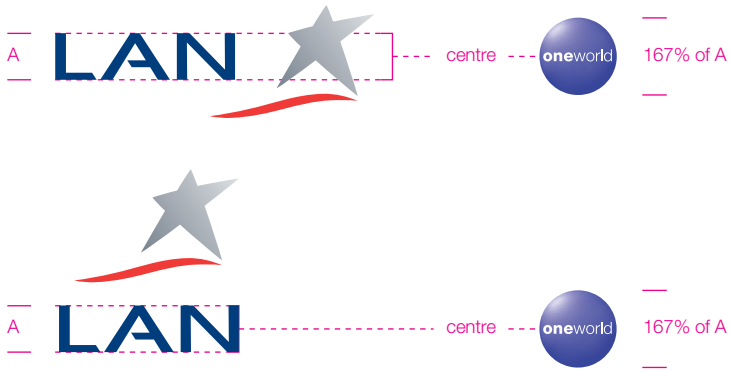
Communications



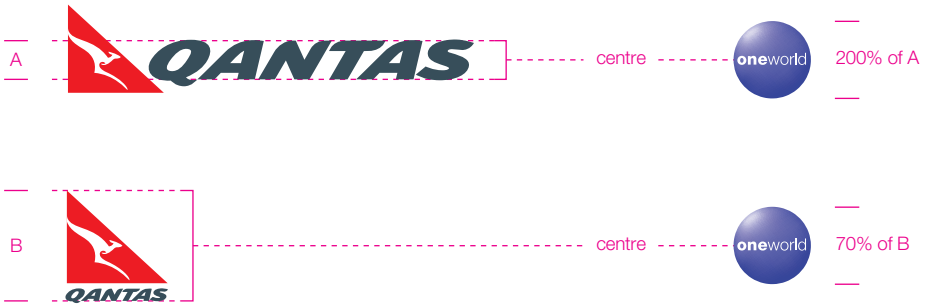
For 10mm and below

The diameter of the **one**world logo should always be 80% that of the JAL brand symbol for sizes above 10mm.
If the diameter of the JAL brand symbol is 10mm or less, the ratio should be 1:1

Communications

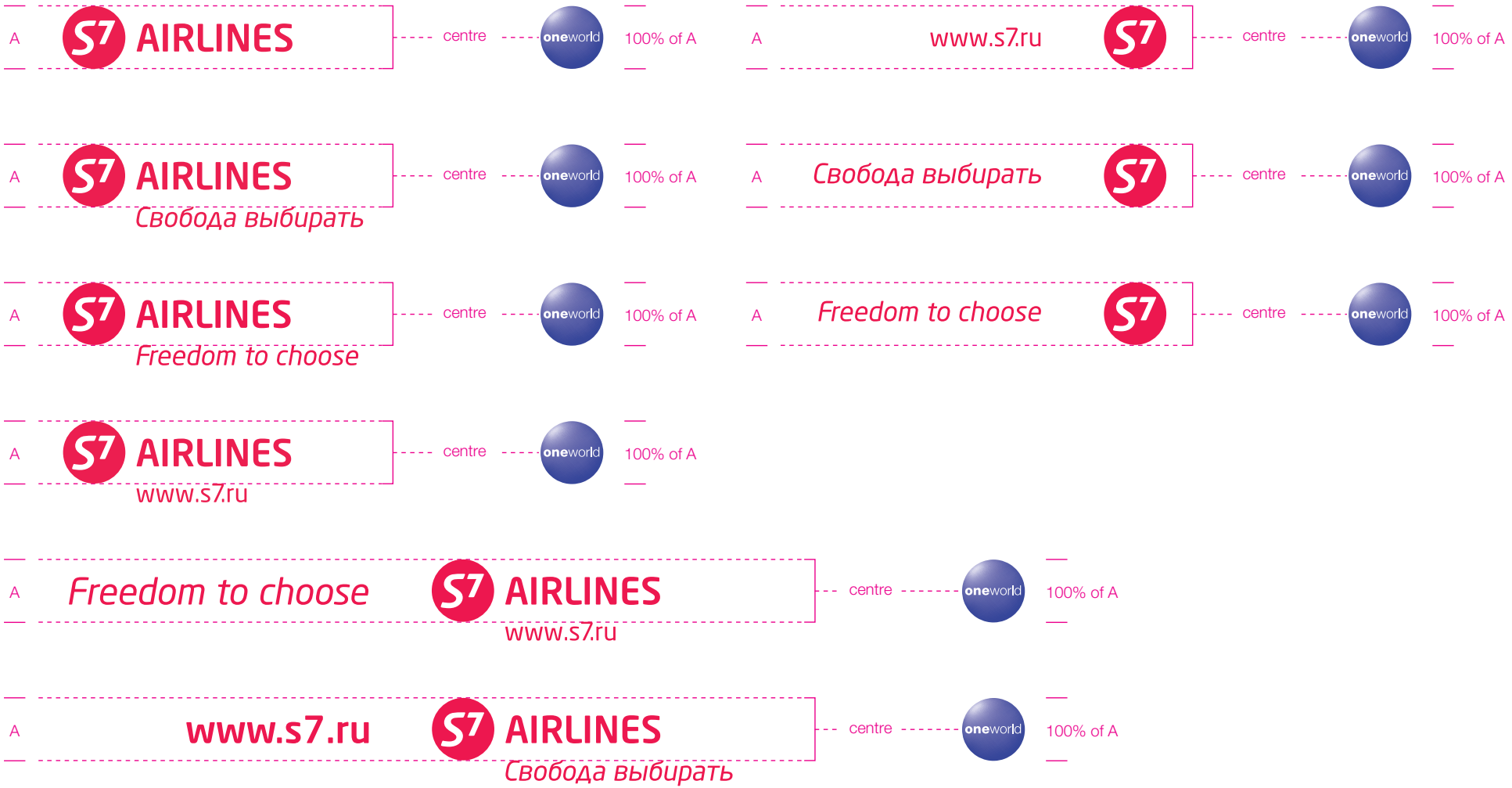


Communications



Communications

Communications



Signage

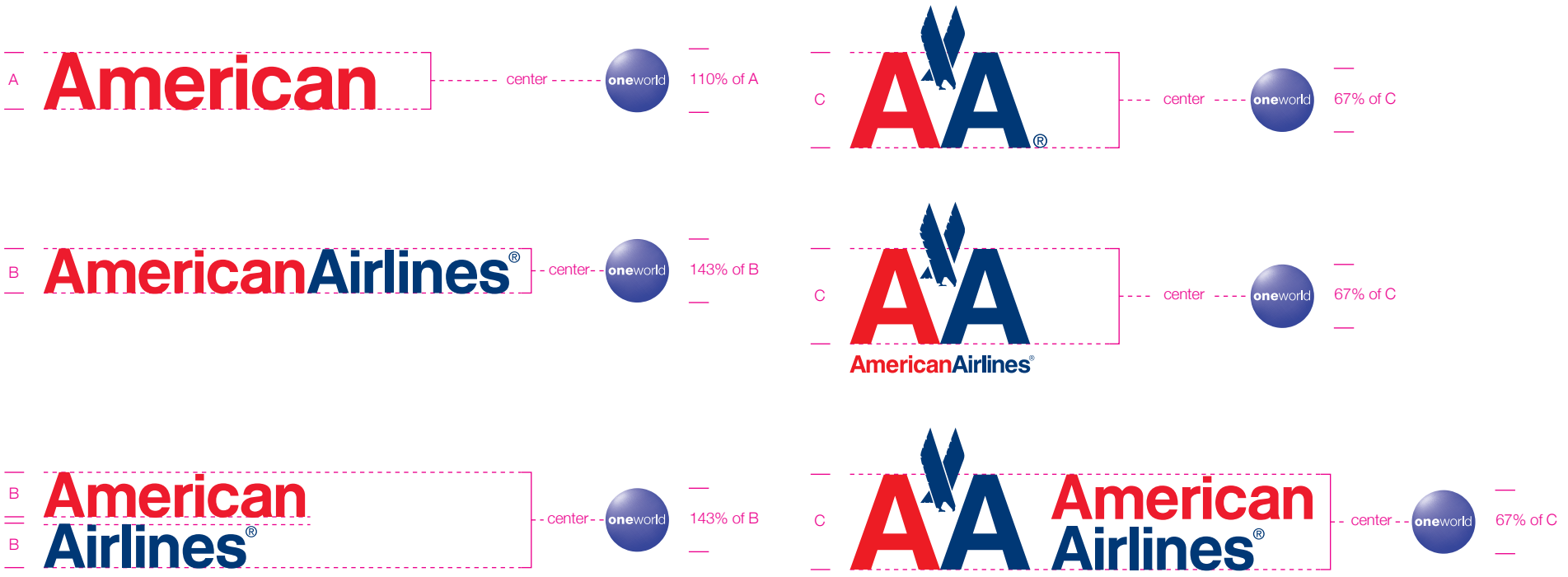
The signage relationship should be used in: kerbside signs, ticket sales, check-in desk, self-service check in kiosk, totems, monitors, queue signs, FIDS, lounges, connection signs, transfer desk, customer service desk, baggage services.

Primary airline logos sized relative to each other, for co-location applications.

Signage

A
airberlin
centre
oneworld
143% of A
A
airberlin
group
centre
oneworld
143% of A
A
airberlin
Your Airline.
centre
oneworld
143% of A

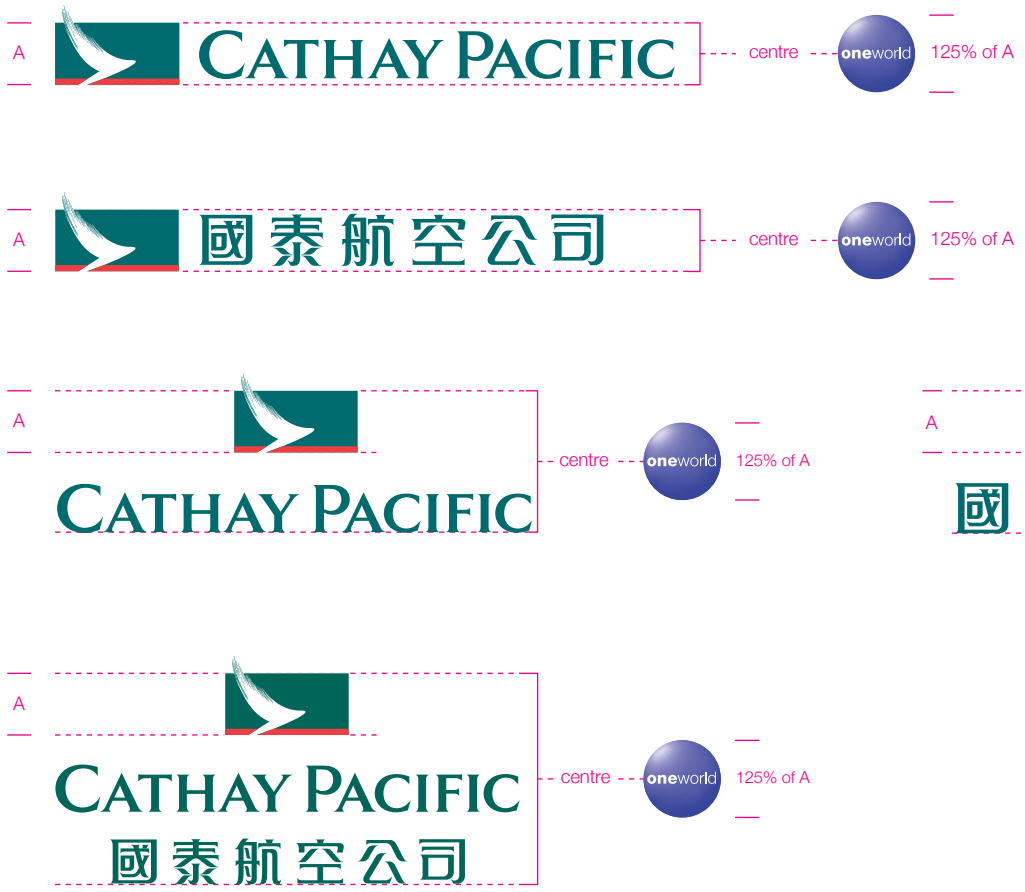
Signage


A
American
center
oneworld
110% of A
B
AmericanAirlines®
center
oneworld
143% of B
B
American
Airlines®
B
center
oneworld
143% of B
C
center
oneworld
67% of C
C
AmericanAirlines®
center
oneworld
67% of C
C
American
Airlines®
center
oneworld
67% of C

Signage

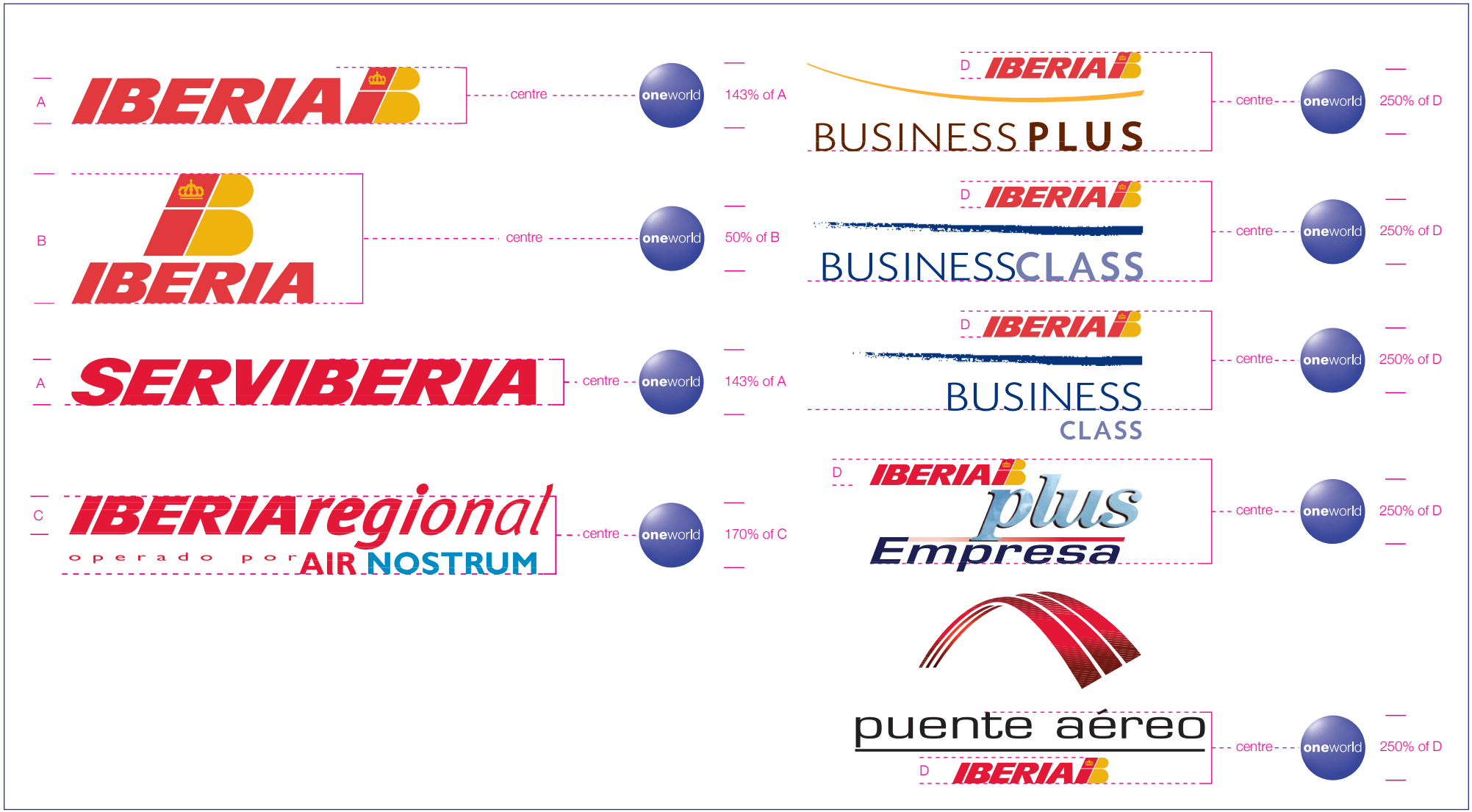
A
BRITISH AIRWAYS
centre
oneworld
200% of A
A
BRITISH
AIRWAYS
centre
oneworld
200% of A
A
BRITISH AIRWAYS
centre
oneworld
200% of A
A
Upgrade to
BRITISH AIRWAYS
centre
oneworld
200% of A
A
BRITISH AIRWAYS
Club World
centre
oneworld
200% of A

Signage


A
CATHAY PACIFIC
centre
oneworld
125% of A
A
國泰航空公司
centre
oneworld
125% of A
A
CATHAY PACIFIC
centre
oneworld
125% of A
A
國泰航空公司
centre
oneworld
125% of A
A
CATHAY PACIFIC
國泰航空公司
centre
oneworld
125% of A

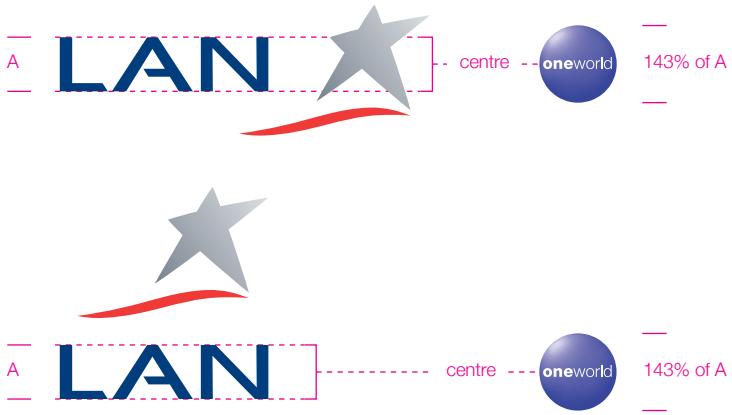
Signage

Signage


A
IBERIA
centre
oneworld
143% of A
B
IBERIA
centre
oneworld
50% of B
A
SERVIBERIA
centre
oneworld
143% of A
C
IBERIAregional
operado por AIR NOSTRUM
centre
oneworld
170% of C
D
IBERIA
BUSINESS PLUS
centre
oneworld
250% of D
D
IBERIA
BUSINESSCLASS
centre
oneworld
250% of D
D
IBERIA
BUSINESS
CLASS
centre
oneworld
250% of D
D
IBERIA
plus
Empresa
centre
oneworld
250% of D
puente aéreo
D
IBERIA
centre
oneworld
250% of D

Signage

Signage



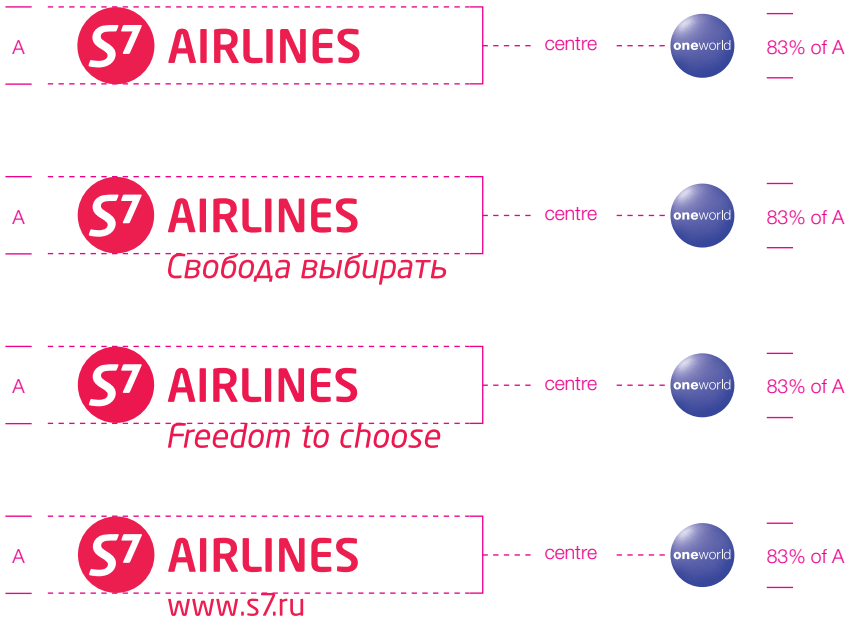
Signage

A
QANTAS
centre
oneworld
167% of A
B
QANTAS
align
oneworld
40% of B

Signage

الملكية الأردنية
ROYAL JORDANIAN
A
centre
oneworld
200% of A
الملكية الأردنية
ROYAL JORDANIAN
A
centre
oneworld
200% of A
الملكية الأردنية
ROYAL JORDANIAN
A
centre
oneworld
200% of A

Signage


A
AIRLINES
centre
oneworld
83% of A
A
AIRLINES
Свобода выбирать
centre
oneworld
83% of A
A
AIRLINES
Freedom to choose
centre
oneworld
83% of A
A
AIRLINES
www.s7.ru
centre
oneworld
83% of A

Decision guide

There are three options when placing the **one**world logo relative to the airline logo. They are in descending order of preference: lock-to-line, lock-to-line vertical, and lock-to-frame. Lock-to-line is the preferred method and should be used whenever possible.

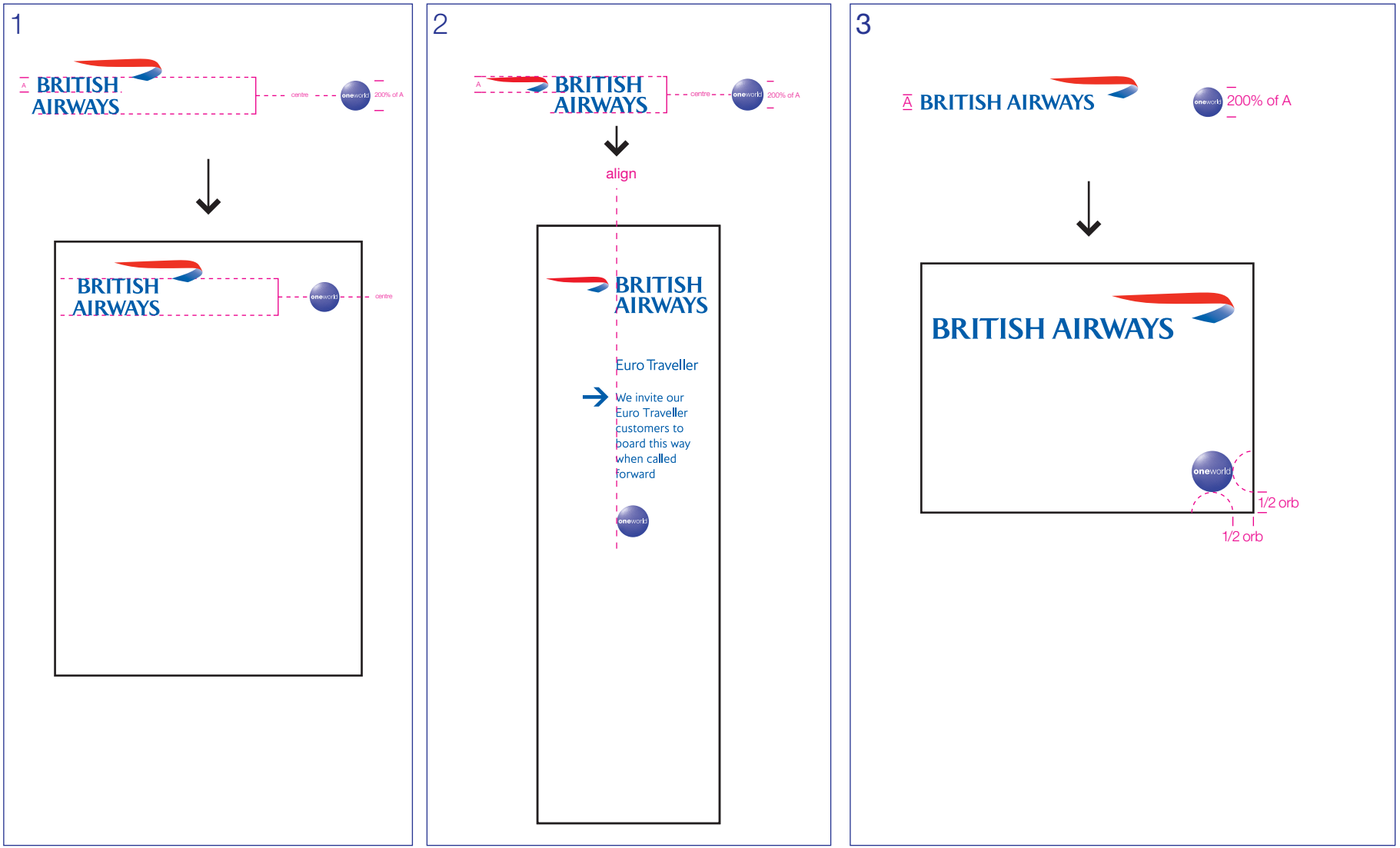
1. Lock-to-line
This is the preferred method and should be used wherever possible.

2. Lock-to-line vertical
When it is not possible to use option 1, for example on extreme vertical formats, it may be necessary to lock to a vertical line.

3. Lock-to-frame
When it is not possible to use option 1, and in certain signage applications, it may be necessary to use a lock-to-frame position. In this scenario, you size the **one**world logo relative to the airline logo and position in the lower right corner as shown. In co-located signs, care must be taken to ensure consistent size and position of the **one**world logo.

Note: if your airline chooses not to use lock-to-line vertical, simply eliminate this option when incorporating into your guidelines.

For the decision guide examples we have used the signage size relationship.



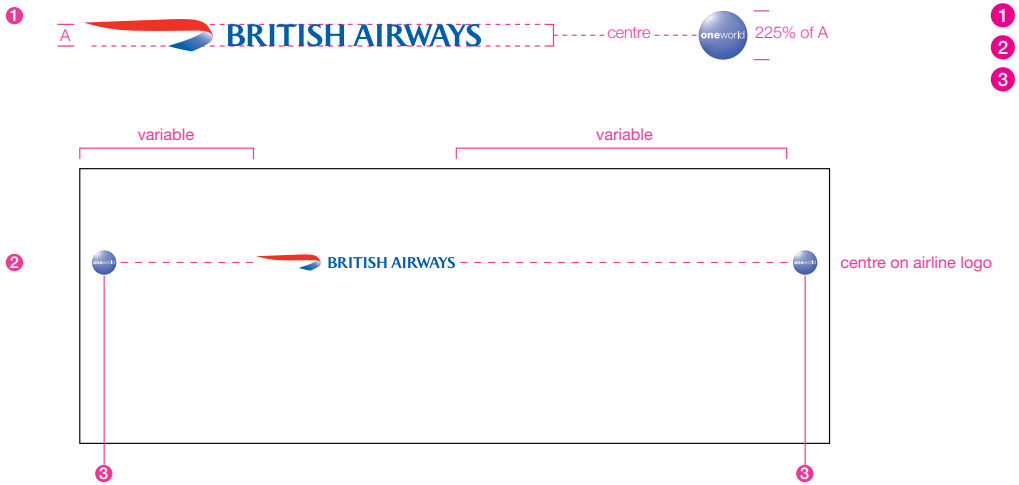
Lock-to-line explained

The **one**world logo must be included in core customer communications wherever the airline master brand is featured (products, services, signage, sub-brands, business units etc), unless executionally impossible or if it compromises the airline brand.

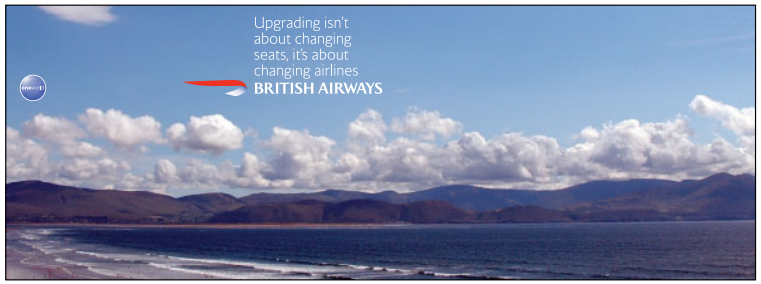
Lock-to-line is the preferred placement method, and should be used wherever possible. For alternate placement consult the logo placement decision guide or your Design Group representative.

Size **one**world logo relative to carrier logo per the appropriate size relationship guide. In this case we have used the communications size relationship guide.

oneworld logo can be positioned any distance left or right of the airline logo, provided it is centred on the airline logo, and minimum clear spaces are respected.

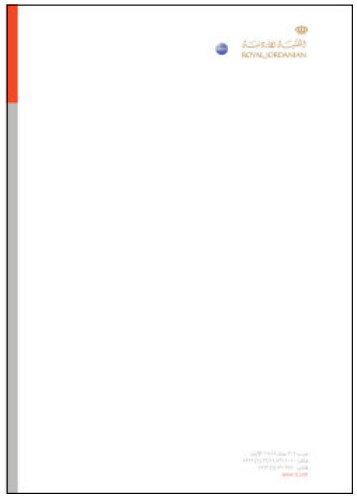


1. size **one**world relative to airline logo
2. centre on airline logo
3. position any distance to left or right of airline logo, respecting clear spaces



British Airways advertisement

LAN advertisement



Royal Jordanian stationery

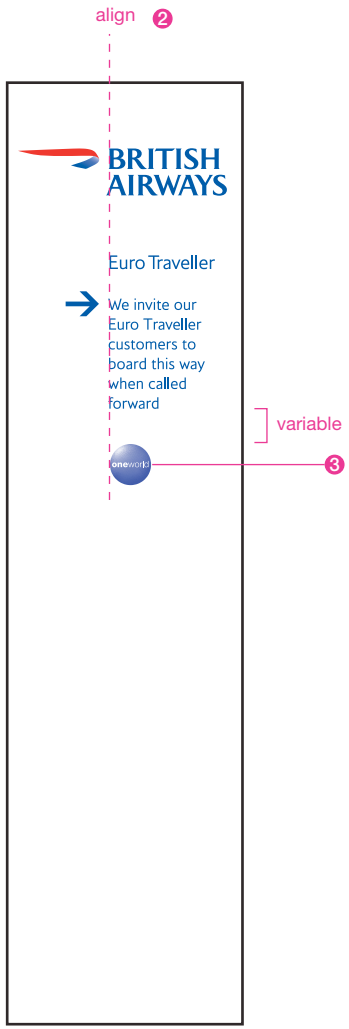
Lock-to-line vertical explained

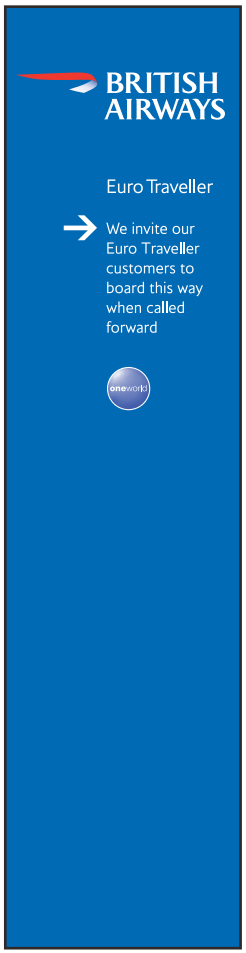
The **one**world logo must be included in core customer communications wherever the airline master brand is featured (products, services, signage, sub-brands, business units etc), unless executionally impossible or if it compromises the airline brand.

When it is not possible to use lock-to-line, for example on extreme vertical formats, it may be necessary to lock to a vertical line.

Size **one**world logo relative to carrier logo per the appropriate size relationship guide. In this case we have used the signage size relationship guide.

oneworld logo can be positioned any distance above or below the airline logo, provided it is aligned with the airline logo. For alignment rules, consult your Design Group representative.





1. size **one**world relative to airline logo
2. align with airline logo
3. position any distance above or below airline logo, respecting clear spaces

Lock-to-frame explained

The **one**world logo must be included in core customer communications wherever the airline master brand is featured (products, services, signage, sub-brands, business units etc), unless executionally impossible or if it compromises the airline brand.

When it is not possible to use lock-to-line, and in certain signage applications, it may be necessary to use a lock-to-frame position. In this scenario, you size the **one**world logo relative to the airline logo and position in the lower right corner as shown. In co-located signs, care must be taken to ensure consistent size and position of the **one**world logo.

Size **one**world logo relative to carrier logo per the appropriate size relationship guide. In this case we have used the signage size relationship guide.

oneworld logo should be positioned in the lower right corner, in a fixed position, 1/2 orb from the edge.

1. size **one**world relative to airline logo
2. position in lower right corner, respecting clear space

Touchpoints

The **one**world logo must be included in core customer communications at all touchpoints throughout the customer journey wherever the airline master brand is featured (products, services, signage, sub-brands, business units).

The logo may only be omitted on an exceptional basis if it is executionally impossible or if it compromises the carrier brand.

On premium cabin brand materials (e.g. BA First menus) the **one**world logo will only feature if the airline master brand is present. In signage, it will be present everywhere for premium cabin brands (e.g. check-in monitor screens).

On in-flight magazines **one**world logo will be present, but not necessarily on the front cover, but instead where it makes most sense.

Please refer to the **one**world Delivery Requirements Document for full brand compliance requirements (Appendix 7–**one**world Brand Usage Guidelines).

awareness
Making an introduction and stand out

- Advertising
  - both image and tactical (print, radio, outdoor, web banners, video, TV, small space advertising)
- Direct mail, including digital
- Promotions
- Merchandise
- Websites (airline)
- FFP card and comms
- Stationery (letter, fax, envelope, business card)
- Airline correspondence and newsletters, including digital
- Press and advertorials
- Annual report

booking
Starting/continuing the relationship

- Websites
- Timetable
- City ticket office
- Airport ticket office
- Email confirmation

preflight
Supportive atmosphere

- Hero airport/building sign
- Kerbside signs
- Announcements
- Check in desk
- Self-service check in kiosk
- Staff badges
- Ticket (paper & electronic)
- Ticket wallet
- Boarding pass
- Gate monitors
- Transfer wallet
- Luggage tag
- FFP top tier luggage tag
- Priority bag tag
- Lounge entrance

in flight
Comfort and care

- Aircraft livery
- Announcements
- Crew badges
- Entertainment (IFE welcome screen)
- Meal (napkin, coaster, tray)
- Comfort items (toiletry kit, headrest covers)
- Magazines (in flight, shopping, entertainment)

transfer
Guidance

- Connection sign
- Transfer desk
- Transfer bus

arrivals
Guidance

- Crew badges
- Customer service desk
- Baggage services
- Baggage re-check

staying connected
Recognition and reward

- New service comms, including digital
- Newsletter including digital
- FFP cards and comms

Not required/optional

Business units or cost centres that do not involve the **one**world core customer are not required to incorporate the **one**world brand.

If airlines do see an opportunity to include the **one**world logo in any of the following situations, then the logo may be included on an optional basis, although it is not a brand compliance requirement.

Please refer to the **one**world Delivery Requirements Document for full brand compliance requirements (Appendix 7–**one**world Brand Usage Guidelines).

Sponsorships, although carriers who see an opportunity are free to include **one**world
Corporate travel brands e.g. BA On Business, AA Business Extra, AAirpass, Qantas QBT
Incentive travel programmes – agent or corporate
Vacations and fare product /travel products including flights
Third party outsourced products – e.g. Credit cards with third party
Travel agencies
Cargo
Engineering
Recruitment
Training and conference centres
Catering and ground handling services
Financial services and pensions schemes
Procurement and internal cost management systems (e.g. BA2BUY)
Investor Relations
Private jets
Ancillary services that may be operated by third party: insurance, car hire, parking, currency exchange, medical services
Airline brand special interest /heritage – BA Archives and Museum for example
Safety and security

Signage requirements

Please refer to the **one**world Delivery Requirements Document (DRD) for full brand compliance requirements (Appendix 7–**one**world Brand Usage Guidelines).

Please note the following guidelines for use of the **one**world logo stack panel:

- **At 3rd party handled facilities:** (i.e. airline managed/ handled by a 3rd party on behalf of the airline) the branding follows the regular **one**world requirements and includes the logo stack panel as well as the **one**world logo.
- **At 3rd party managed facilities:** (i.e. where the airline does not have its own staff present at the location) the logo stack panel is not required, however the **one**world logo must be featured alongside the airline masterbrand logo.
- **At Category C airports:** (i.e. non strategic airports as defined in DRD Appendix 16) only the **one**world logo is required alongside the airline masterbrand logo, however airlines may display logo stack panels on an optional basis where they wish to highlight alliance membership.

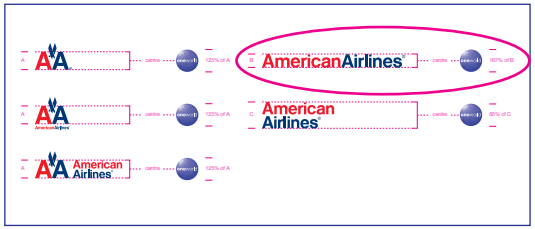
Departures	Required Branding Elements
Kerbside signs	**one**world logo to be same size and placement in co-locations (As permitted by airport authority)
Terminal entrance (outside)	**one**world logo to be same size and placement in co-locations (As permitted by airport authority)
Ticket sales	**one**world logo plus logo stack panel Except 3rd party managed facilities - **one**world logo only
Free standing signs (totems)	Logo stack panel
Queue signs at check in	**one**world logo plus tier status lozenges
Check in (back wall)	**one**world logo
Check in (monitor/video)	**one**world logo
Self-service check in (screen)	**one**world logo to be same size and placement in co-locations
FIDS	Not required (for co-locations with available FIDS space, it may be reviewed on case by case basis, if all airlines agree to apply)
Premium passenger lounge (Exterior)	**one**world logo plus tier status lozenges
Premium passenger lounge (Interior)	Desktop logo stack panel
Gate monitors, desk in use	**one**world logo to be same size and placement in co-locations (As permitted by airport authority)
Gate monitors, desk NOT in use	**one**world logo to be same size and placement in co-locations (As permitted by airport authority)
Airside customer service desk	**one**world logo plus logo stack panel Except 3rd party managed facilities and Category C airports – **one**world logo only

Arrivals	Required Branding Elements
Transfer desk	**one**world logo plus logo stack panel Except 3rd party managed facilities and Category C airports - **one**world logo only
Baggage re-check (if applicable)	**one**world logo plus logo stack panel Except 3rd party managed facilities and Category C airports - **one**world logo only
Baggage service office	**one**world logo plus logo stack panel (optional) Except 3rd party managed facilities and Category C airports - **one**world logo only
Baggage claim area /carousels	**one**world logo to be same size and placement in co-locations

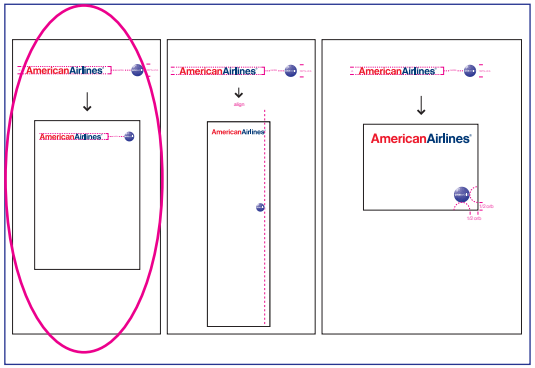
General	Required Branding Elements
Way-finding signs	**one**world logo (As permitted by airport authority)
Carrier only totems	**one**world logo
Carrier informational signs	**one**world logo

Example: print ad

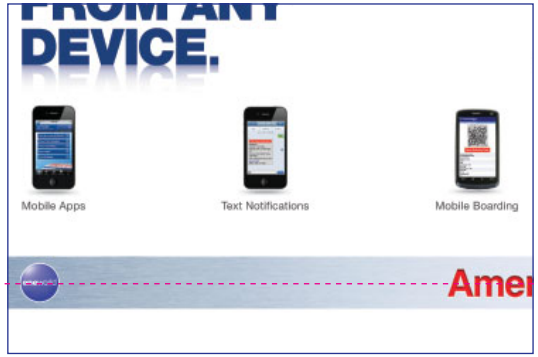
1. Select logo from the communications size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



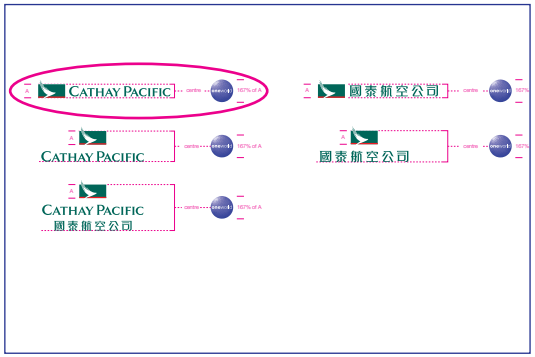
3. Position **one**world logo relative to airline logo per position guide instructions.



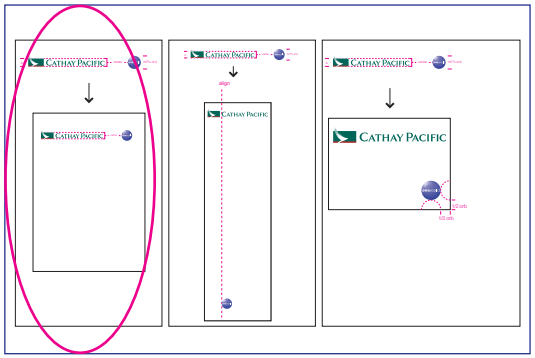
CONNECT WITH US ANYTIME, ANYWHERE, FROM ANY DEVICE.
With mobile apps, boarding passes, flight-status notifications and more, American Airlines lets you manage your travel ... while you travel. Learn more at AA.com/mobile.
Mobile Apps
Text Notifications
Mobile Boarding
Mobile Web Site
AmericanAirlines

Example: stationery

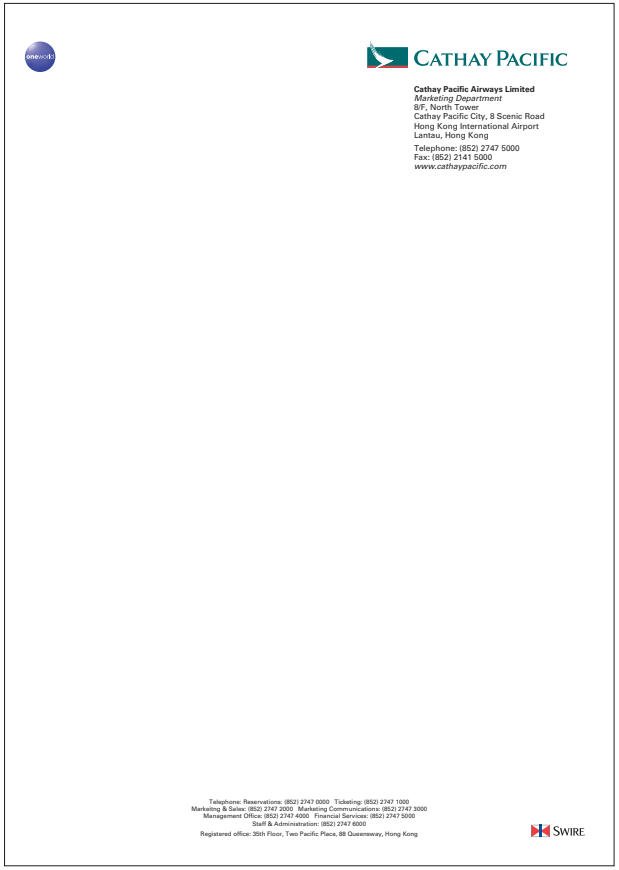
1. Select logo from the communications size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.

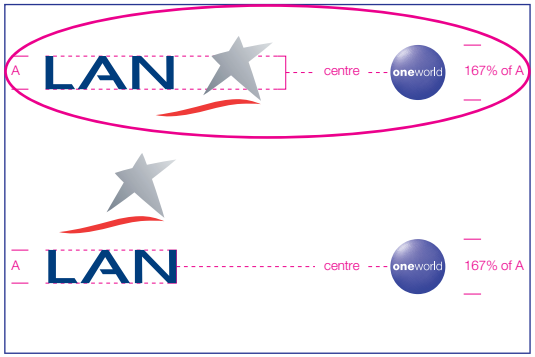


3. Position **one**world logo relative to airline logo per position guide instructions.

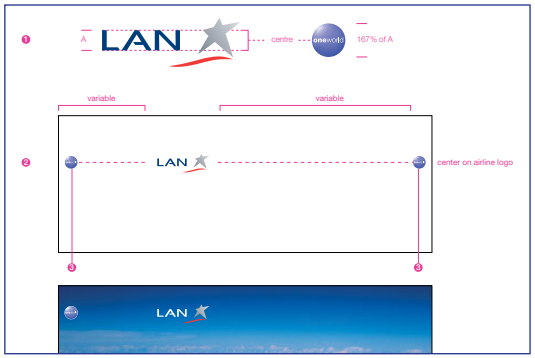


Example: web site

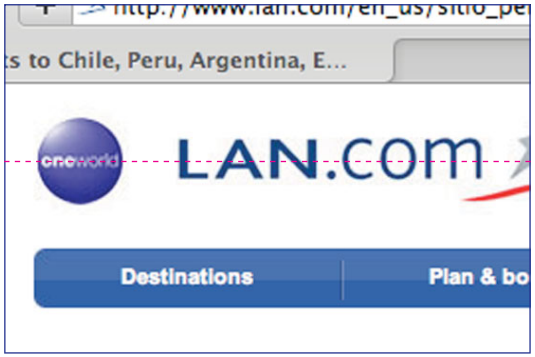
1. Select logo from the communications size relationship guide.

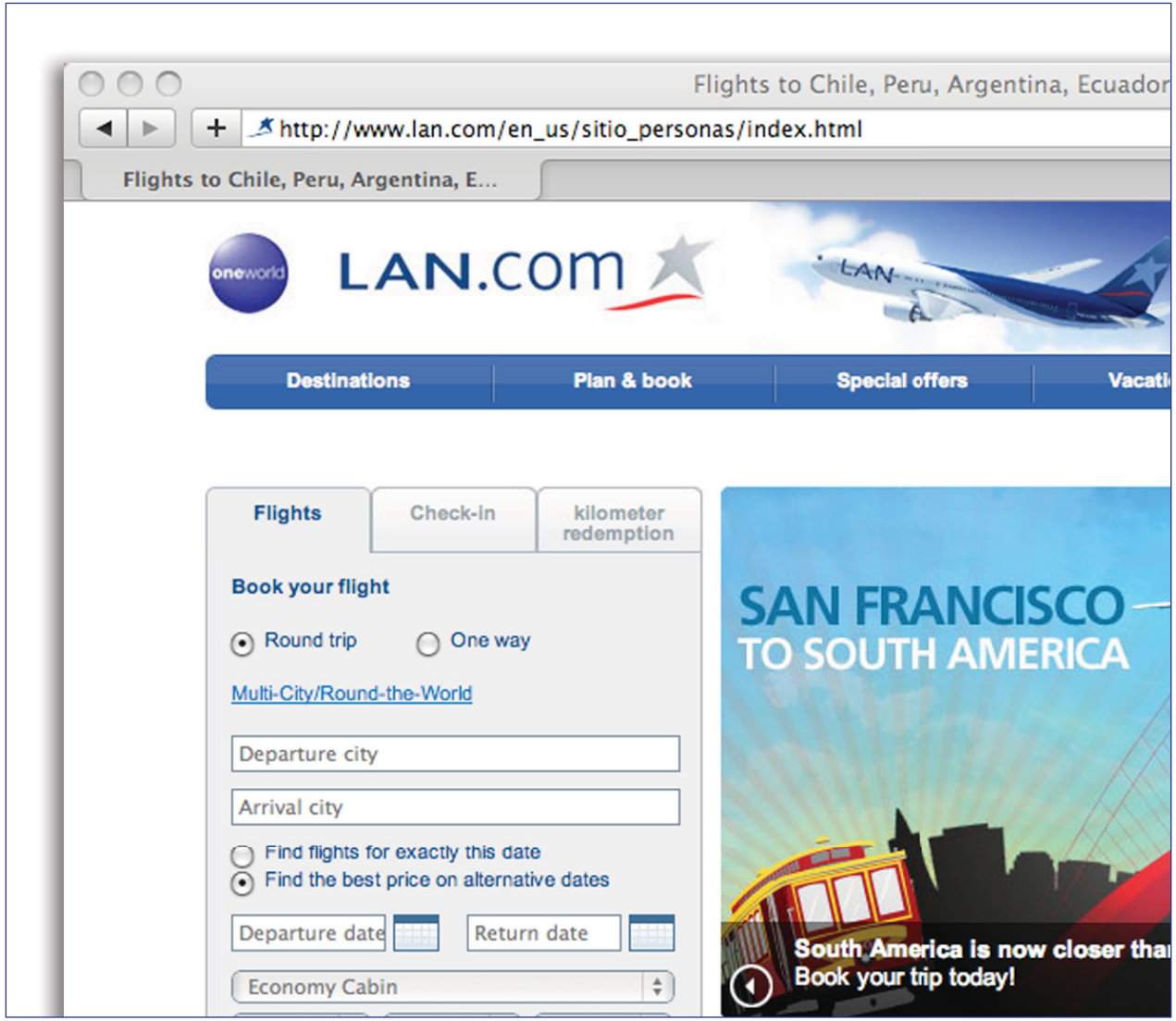


2. Use the lock-to-line position guide to determine placement. All web site home pages should feature the **one**world logo in the lock-to-line positioning.



3. **one**world logo should not be used smaller than 35 pixels wide.

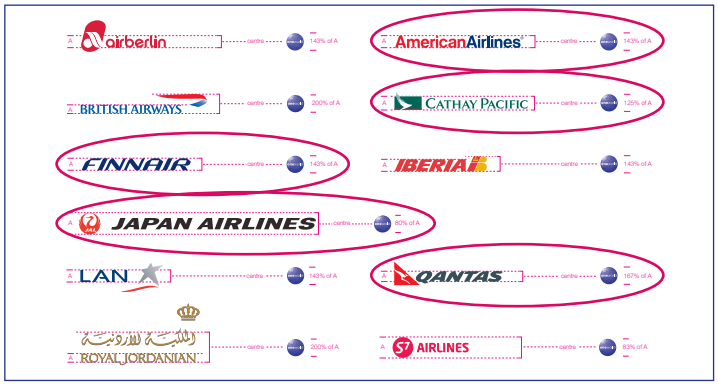




Kerbside signs – co-location

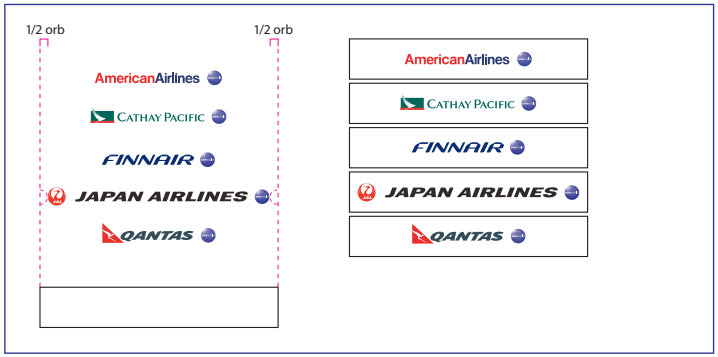
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

Select logos from the signage size relationship guide.

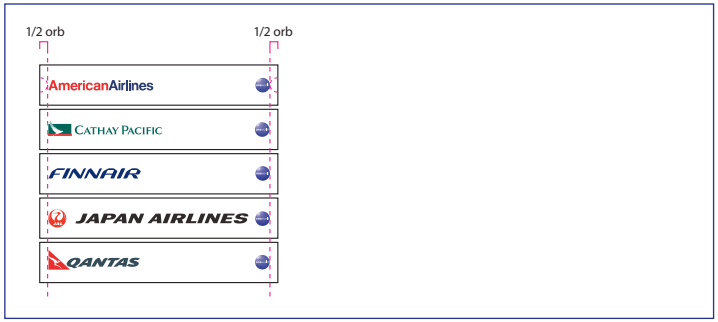


Scale the logos together so that the widest airline logo and **one**world logo pair fit within the sign width, while maintaining 1/2 orb clear space on either side.

Centre the airline and **one**world logo pairs within each panel.



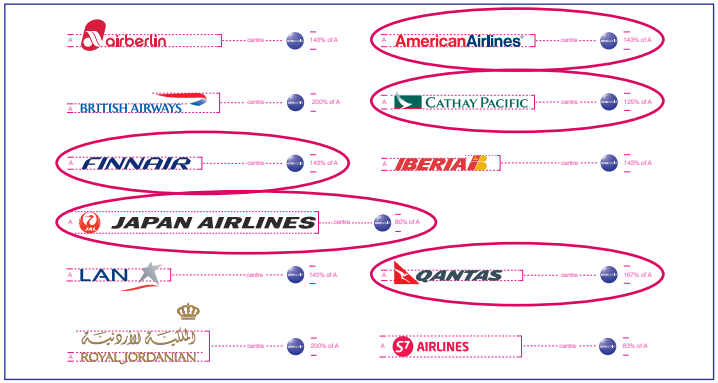
Move **one**world logos so they are flush along the right side, while still respecting the 1/2 orb clear space. Move the airline logos so they are flush along the left side with the same 1/2 orb clear space.



Terminal entrance (outside) – co-location

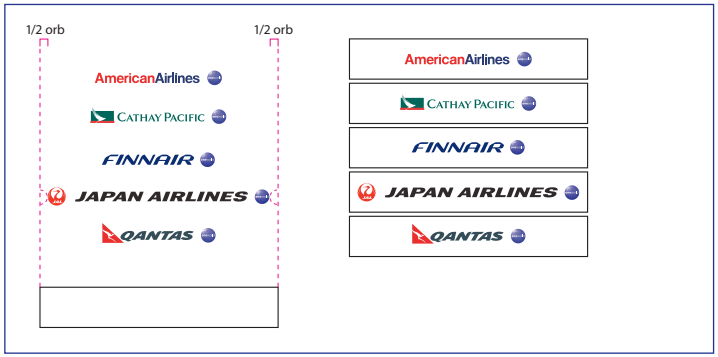
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

Select logos from the signage size relationship guide.

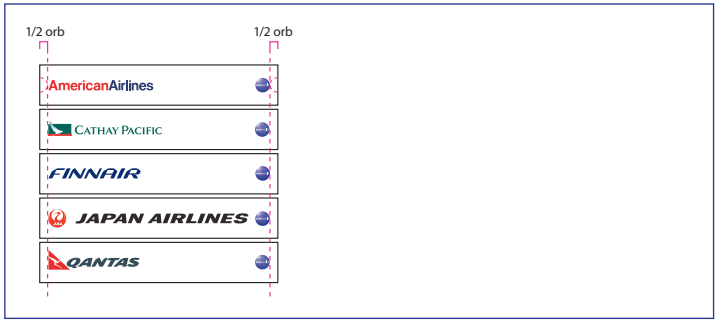


Scale the logos together so that the widest airline logo and **one**world logo pair fit within the sign width, while maintaining 1/2 orb clear space on either side.

Centre the airline and **one**world logo pairs within each panel.

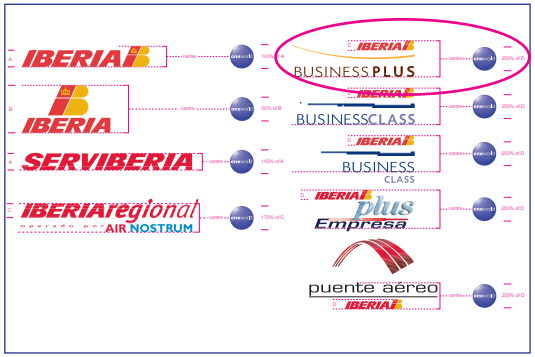


Move **one**world logos so they are flush along the right side, while still respecting the 1/2 orb clear space. Move the airline logos so they are flush along the left side with the same 1/2 orb clear space.

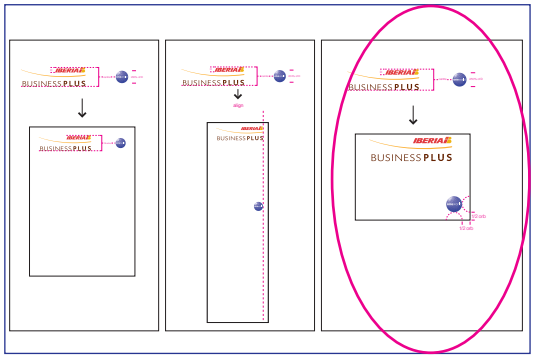


Queue signs at check in

1. Select logo from the signage size relationship guide.



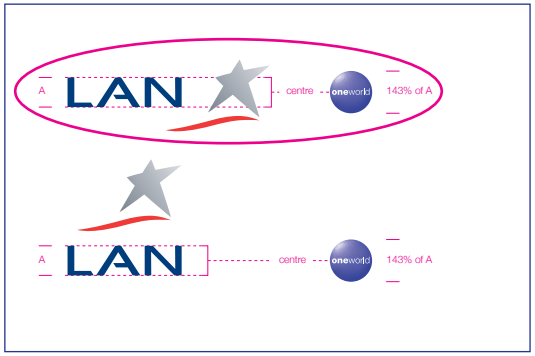
2. Determine most appropriate position guide for your application. Remember that applications using the tier status gemstones should use lock-to-frame.



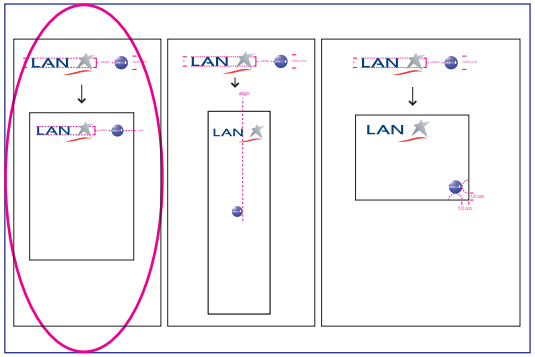
3. Position **one**world logo relative to airline logo per position guide instructions.

Check-in back wall – single carrier

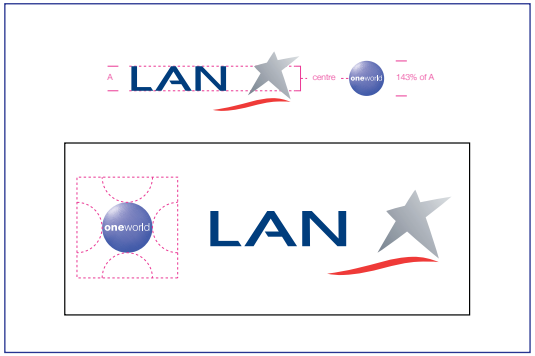
1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



3. Scale the logos together so they fit comfortably within the sign, while maintaining at least 1/2 orb clear space on either side of the **one**world logo. At single carrier locations, LAN position **one**world on the left of their logo, consistent with LAN's own brand guidelines.



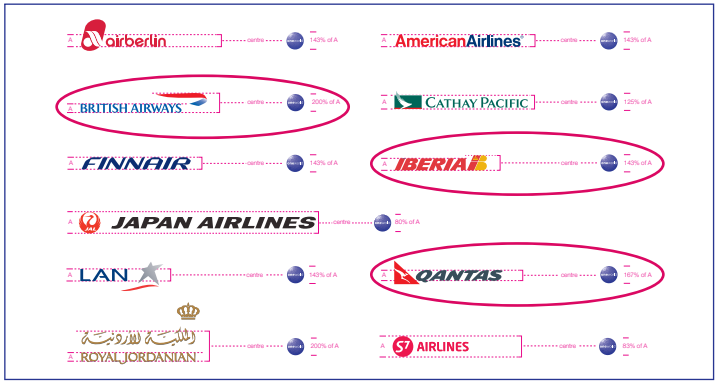
Ticketing back wall (monitor/video) – co-location

Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

The examples below are intended to illustrate principles only. The incorporation of these key elements on member carrier signage may vary from location to location and may also be unique to each carrier.

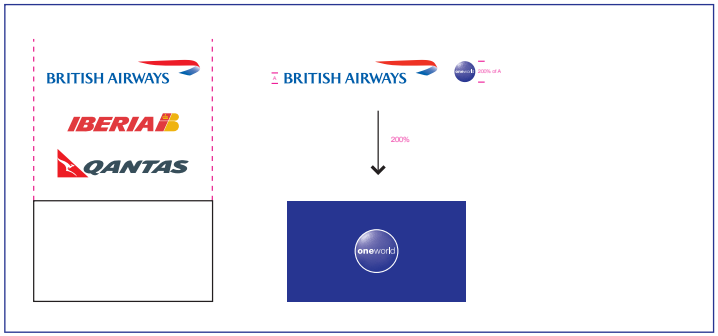
Logo stack panels (either slat system or frame and insert) at check in may be maintained in current positions until the member airline is relocating or refurbishing their location.

Select logos from the signage size relationship guide.

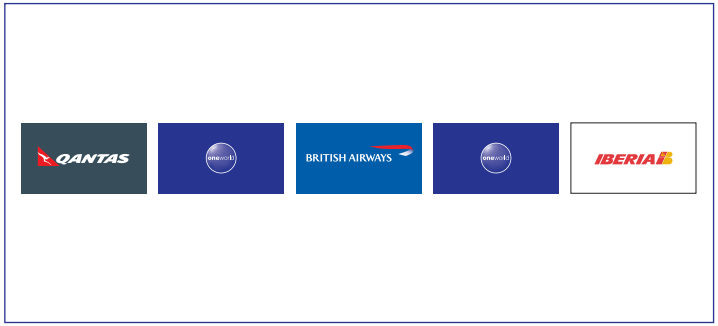


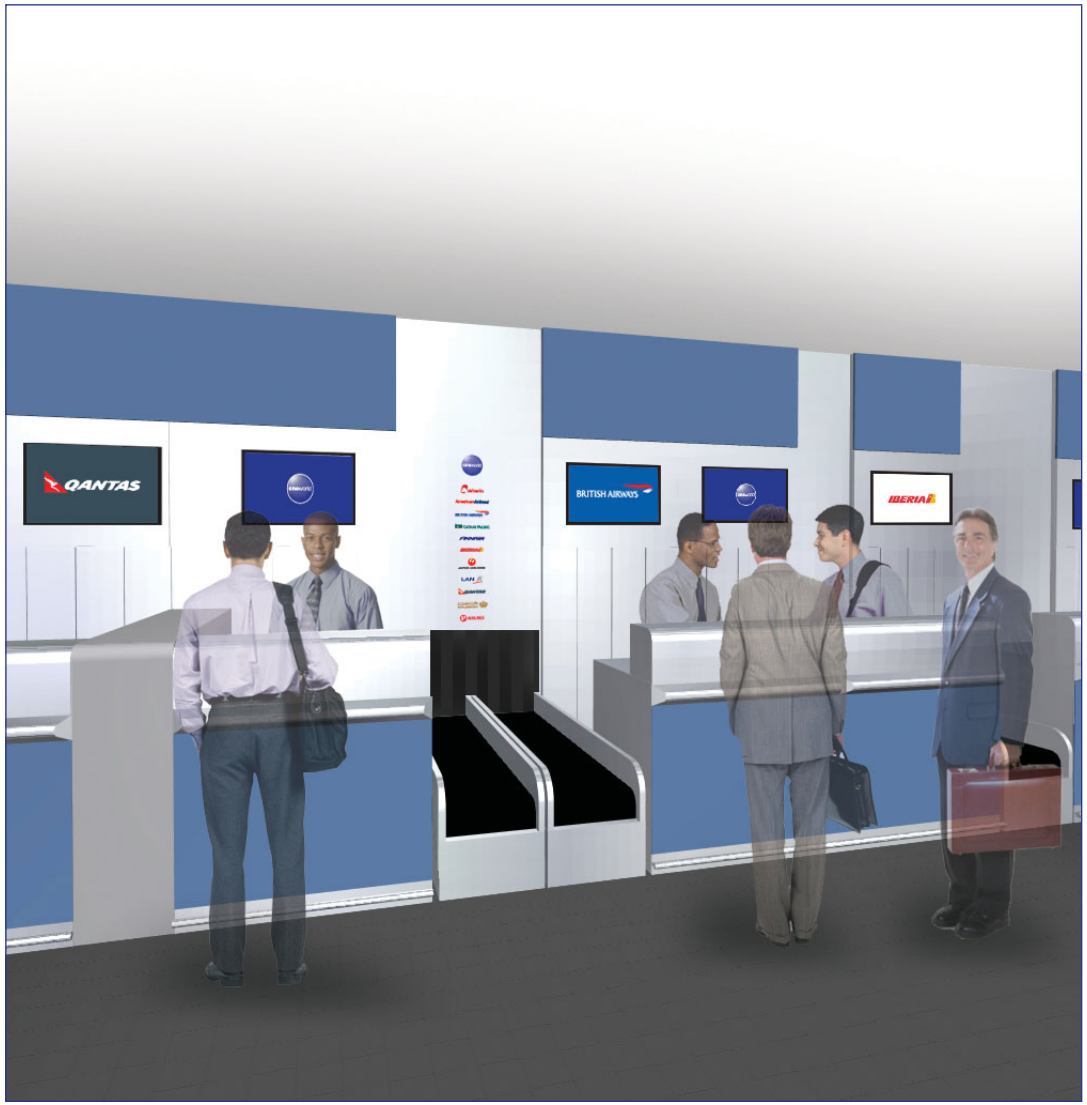
Scale the airline logos together so that the widest airline logo fits comfortably within the monitor.

Scale the **one**world logo according to the signage size relationship guide, then double size and centre within monitor.



Centre the individual airline logos within a monitor. Alternate airline and **one**world monitors along back wall.





Logo stack panel designs

The role of the **one**world logo stack panels has been redefined for marketing/brand awareness purposes only. A strong carrier/alliance relationship should be the objective at Check In and Gates – in those positions the logo stack panel is no longer a requirement. Where awareness around **one**world membership is important (Ticketing, Arrivals and Lounge) then the **one**world logo stack panel continues to be a requirement.

Please note the following guidelines for use of the **one**world logo stack panel:

- **At 3rd party handled facilities:** (i.e. airline managed/handled by a 3rd party on behalf of the airline) the branding follows the regular **one**world requirements and includes the logo stack panel as well as the **one**world logo.
- **At 3rd party managed facilities:** (i.e. where the airline does not have its own staff present at the location) the logo stack panel is not required, however the logo must be featured alongside the airline masterbrand logo.
- **At Category C airports:** (i.e. non strategic airports as defined in DRD Appendix 16) only the **one**world logo is required alongside the airline masterbrand logo, however airlines may display logo stack panels on an optional basis where they wish to highlight alliance membership.

option 1
Slat system used by BA, IB, MA, QF.

option 2
Frame with printed insert. Recommended for new installations or for airlines that already use this system.

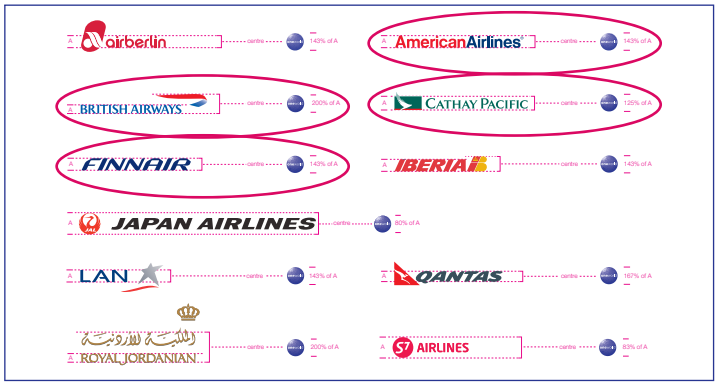
Artwork specifications for these will be included in the signage section of www.oneworldbrand.com

Check in back wall – co-location

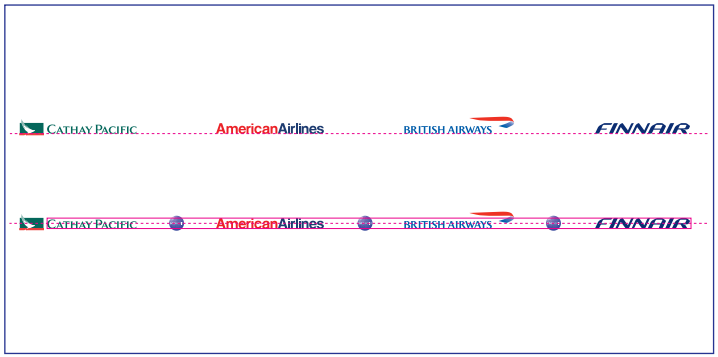
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

The examples below are intended to illustrate principles only. The incorporation of these key elements on member carrier signage may vary from location to location and may also be unique to each carrier.

Select logos from the signage size relationship guide.



Align airline logos along baseline of type, and evenly space, allowing room between each to add a **one**world logo, sized according to the signage relationship guide. Centre the **one**world logos on the airline logotypes as a group. Scale logos as a group to fit space.

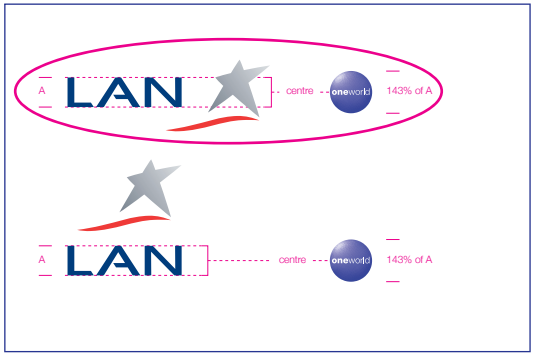


Check in monitors

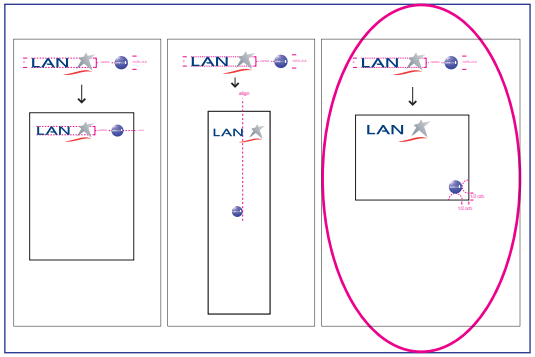
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

In co-locations, or situations where carriers are in close proximity of one another, where care should be taken to ensure a consistent size and placement of the **one**world logo across all carriers.

1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



3. Position **one**world logo relative to airline logo per position guide instructions.

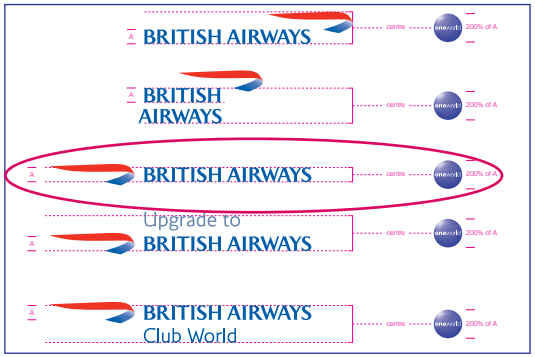
CATHAY PACIFIC

AmericanAirlines

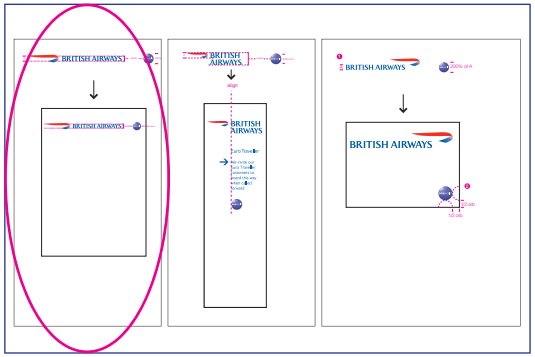
BRITISH AIRWAYS

Self-service check in kiosk

1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.

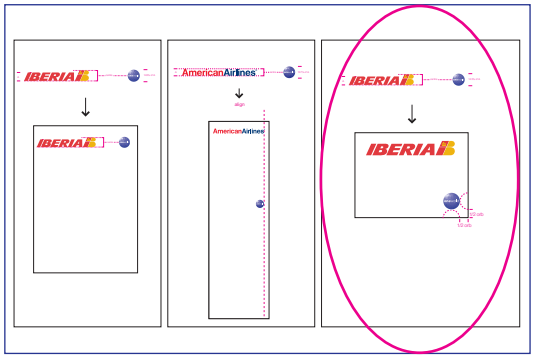


3. Position **one**world logo relative to airline logo per position guide instructions.

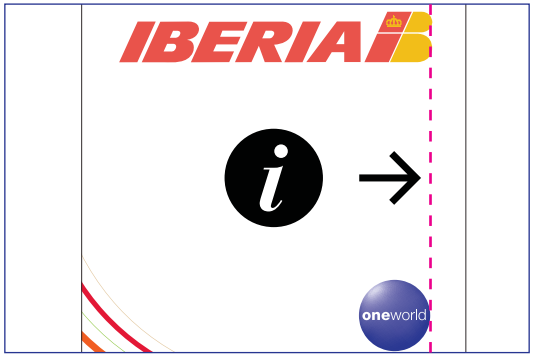
Way-finding signs

1. Select logo from the signage size relationship guide.

2. Determine most appropriate position guide for your application. In this instance, in order to maximize the visibility of the airline logo, we have used lock-to-frame.



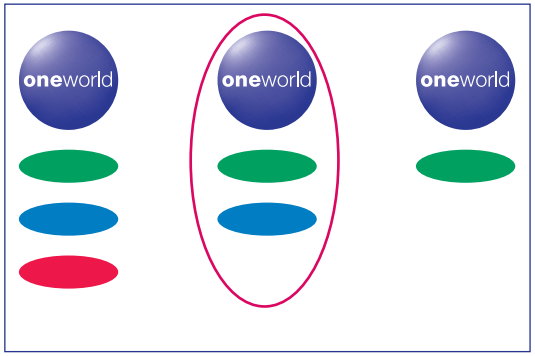
3. Position **one**world logo relative to airline logo per position guide instructions.



Premium customer lounge entrance sign

The examples below are intended to illustrate principles only. The incorporation of these key elements on member carrier signage may vary from location to location and may also be unique to each carrier.

Select **one**world logo and gemstones corresponding to lounge access requirements.



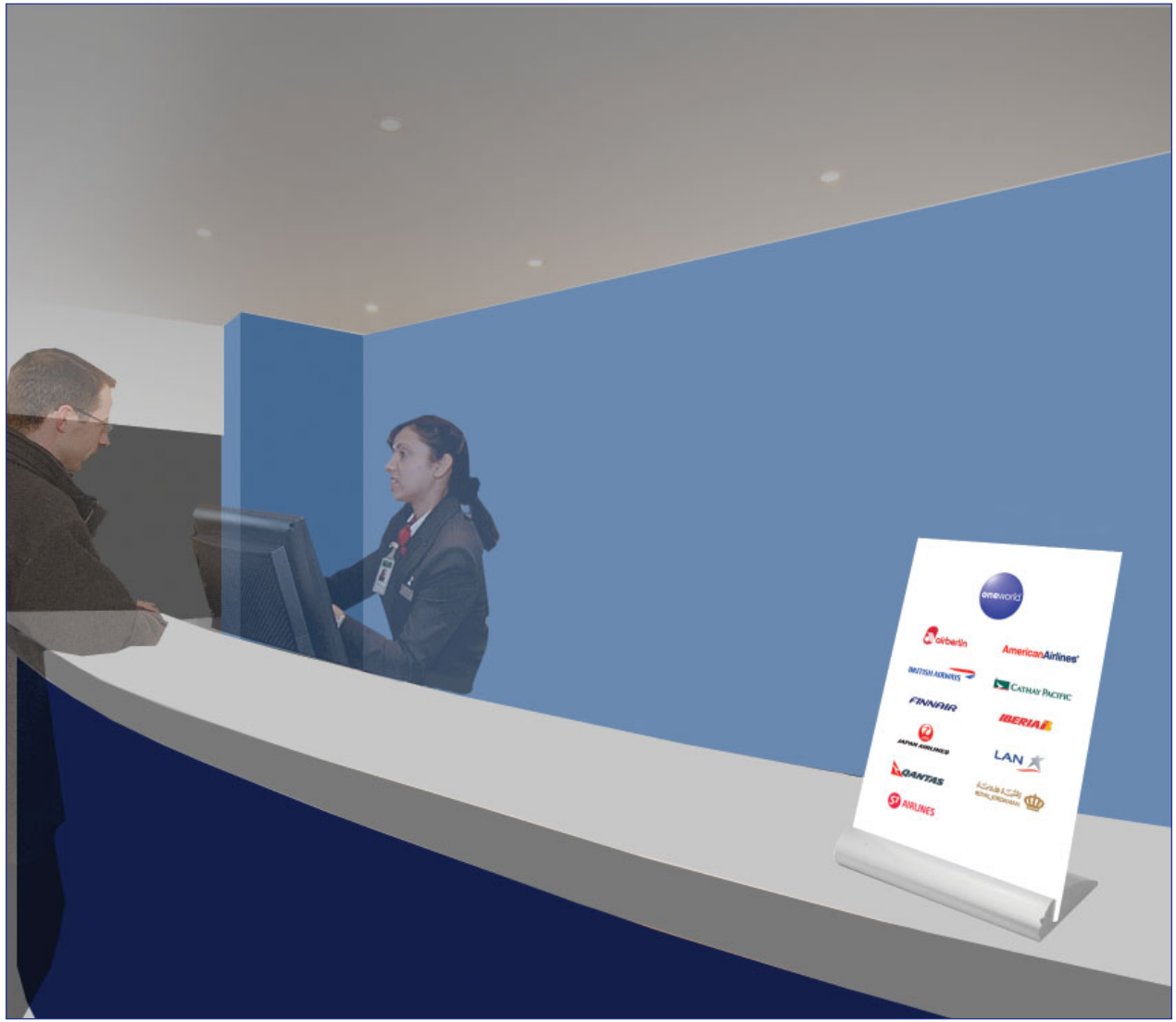
Scale the logo and gemstone(s) to fit comfortably with the other elements on the sign.

Position in the lower right corner, maintaining 1/2 orb clear space on all side.

Premium passenger lounge desktop sign

Select most appropriate logo stack (1 or 2 column portrait) to fit the proportions of your desktop sign.

Scale the logo stack together so that it fits within the sign, maintaining 1/2 orb clear space on all side.

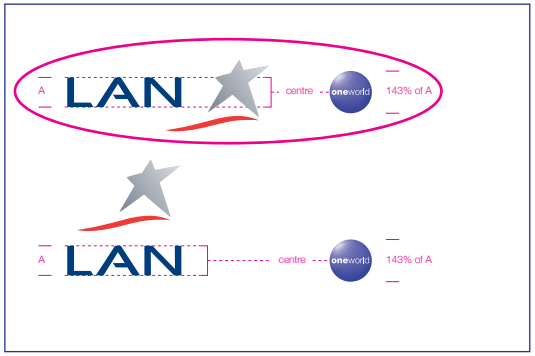


Gate monitors

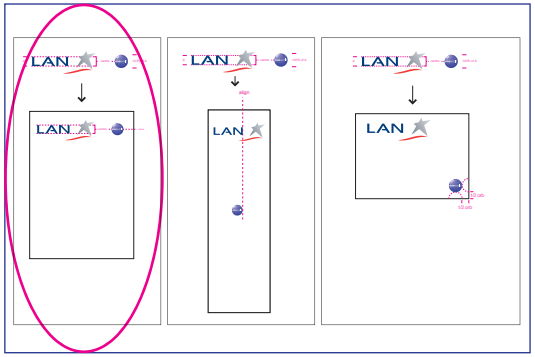
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

The large example shown is of a single carrier location, where LAN have chosen to position the **one**world logo on the left. The small examples represent co-locations, or situations where carriers are in close proximity of one another, where care should be taken to ensure a consistent size and placement of the **one**world logo across all carriers.

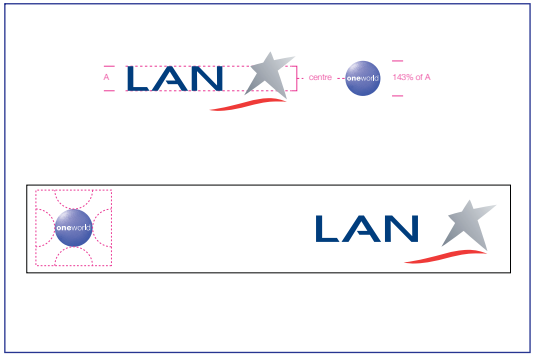
1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



3. Scale the logos together so they fit comfortably within the logo portion of the monitor, while maintaining at least 1/2 orb clear space on all sides of the **one**world logo.

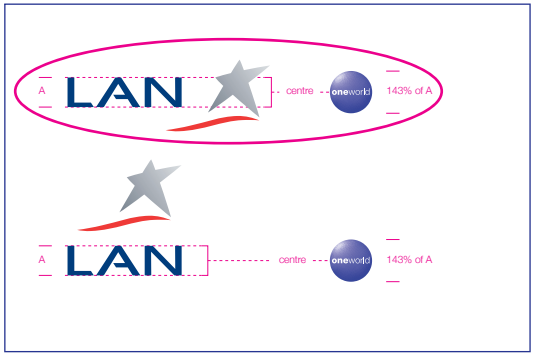


in use

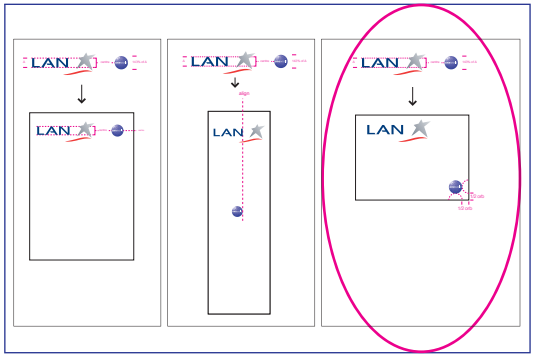
Gate monitors

Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



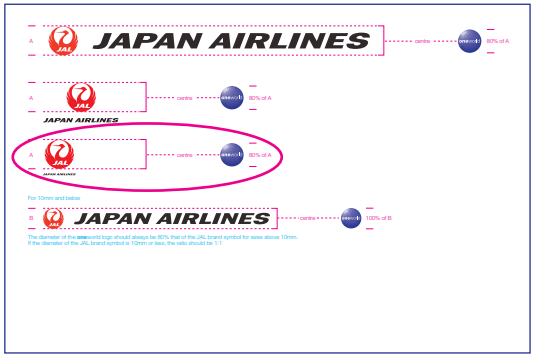
3. Position **one**world logo relative to airline logo per position guide instructions.

not in use

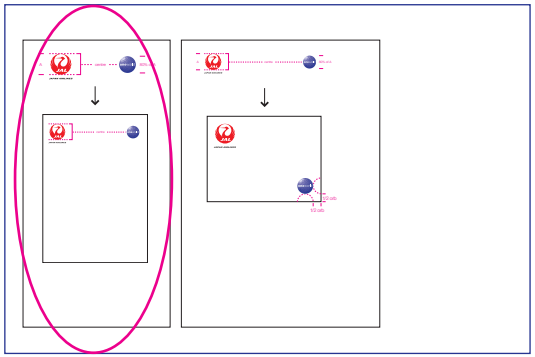
Crew badge

If you are unable to incorporate the **one**world logo within your airline's employee name badge design, your customer facing employees should wear a separate **one**world lapel pin.

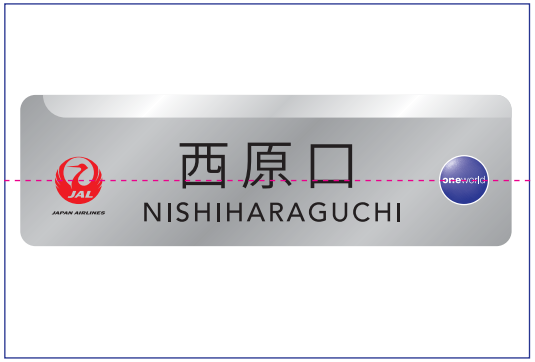
1. Select logo from the communications size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



3. Position **one**world logo relative to airline logo per position guide instructions.

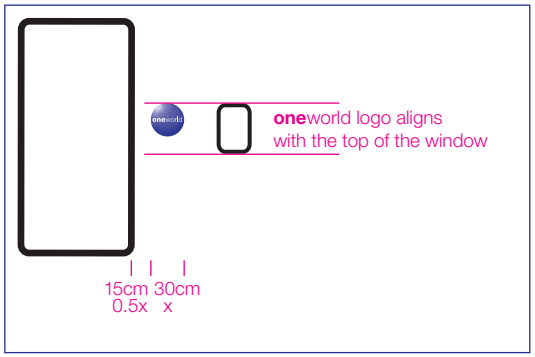


Airline livery

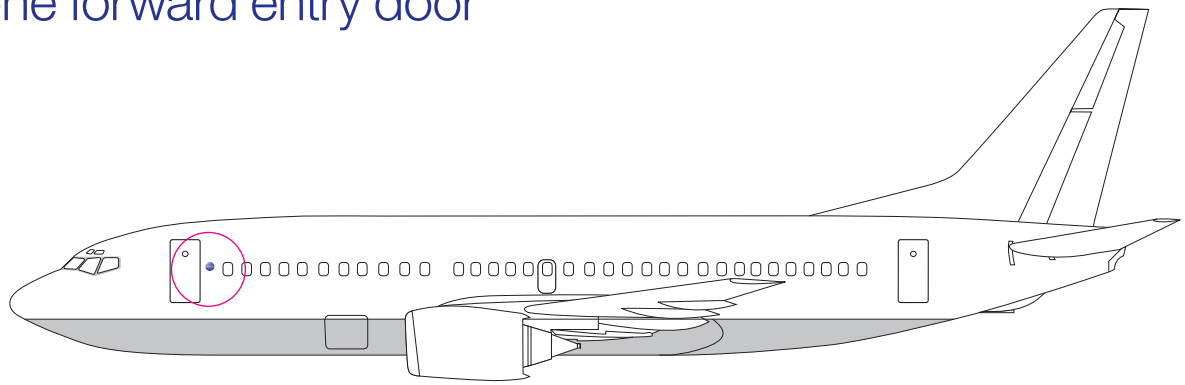
A **one**world decal is to be applied to airline's existing livery to the following specifications:

The **one**world logo should be placed as shown to the right of the aircraft door.

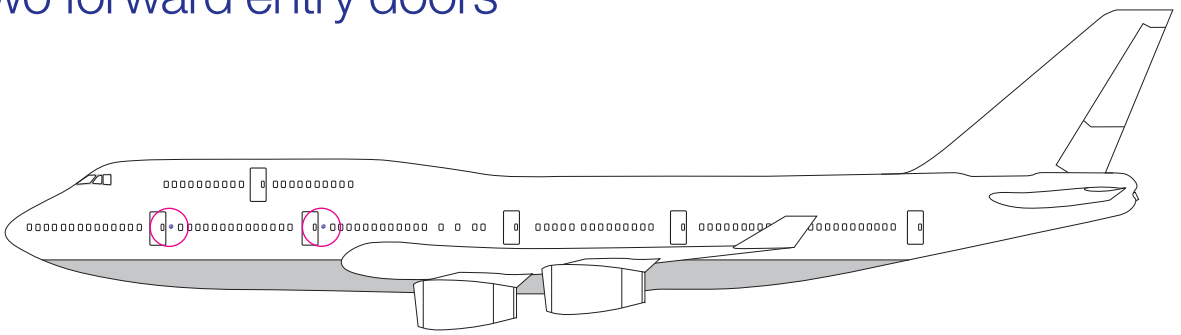
All regulatory/safety warning sign specifications take precedence over corporate livery guidelines.



one forward entry door



two forward entry doors



oneworld livery

A standard design has been agreed for **one**world livery aircraft. This includes:

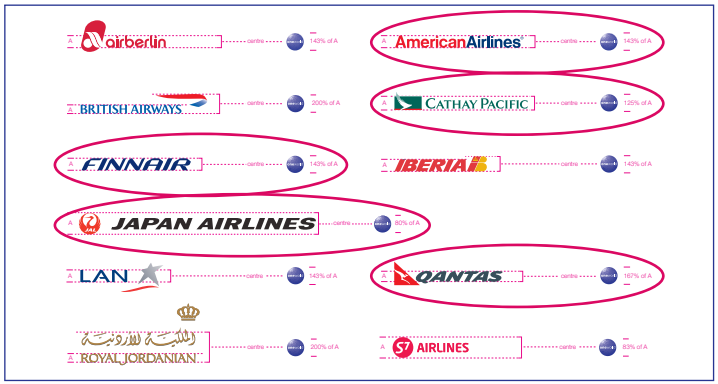
- A standard livery on a white fuselage (but with the possibility of retaining an unpainted (aluminium finish) fuselage at operator's option.
- "**one**world" in large letters to be featured, with the words "member of" and the **one**world orb, with placement depending on design creative.
- The name of the operating airline, in smaller text, in a standard position.
- The operating airline's standard tailfin. (In addition to the tailfin, the airline may also retain its own brand colour scheme on the underbelly, wings and engines.)

Full specifications and artwork to be obtained from the **one**world Brand Manager. All final livery to be approved by the **one**world Management Company.

Transfer monitors – co-location

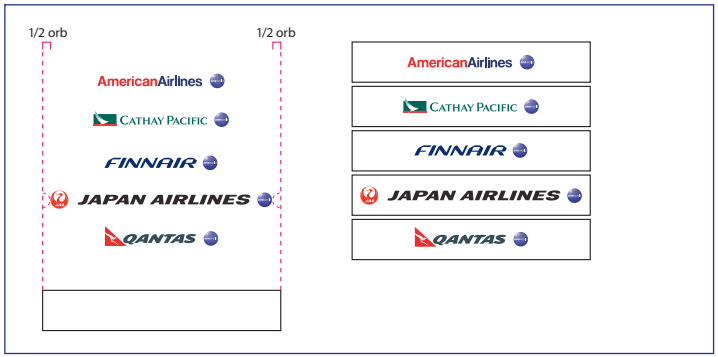
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

Select logos from the signage size relationship guide.

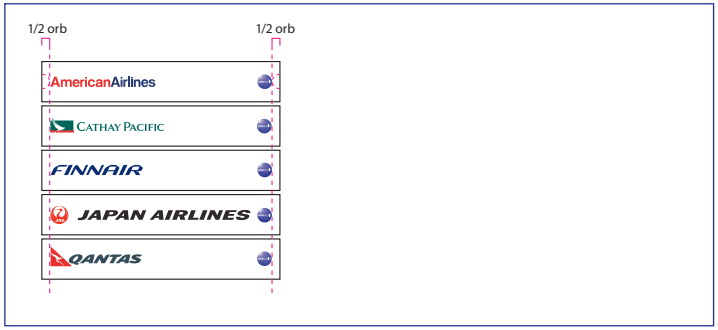


Scale the logos together so that the widest airline logo and **one**world logo pair fit within the sign width, while maintaining 1/2 orb clear space on either side.

Centre the airline and **one**world logo pairs within each panel



Move **one**world logos so they are flush along the right side, while still respecting the 1/2 orb clear space. Move the airline logos so they are flush along the left side with the same 1/2 orb clear space.

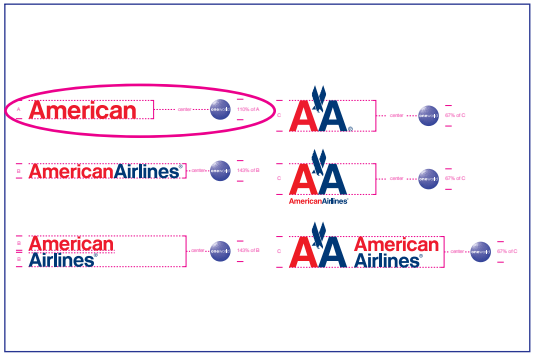


Transfer desk or baggage services

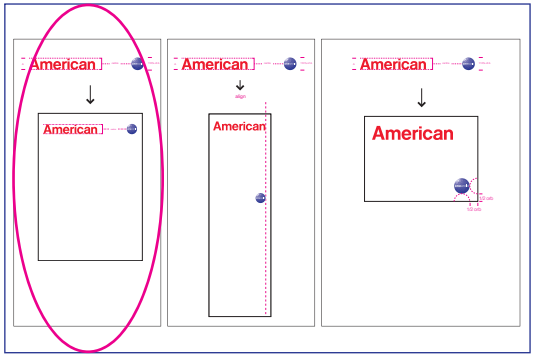
For airline managed facilities, a logo stack panel should be used. However, for third party managed facilities, only the **one**world orb should be used, in conjunction with member airline logos.

At Category C airports: (i.e. non strategic airports as defined in DRD Appendix 16) only the **one**world logo is required alongside the airline masterbrand logo, however airlines may display logo stack panels on an optional basis where they wish to highlight alliance membership.

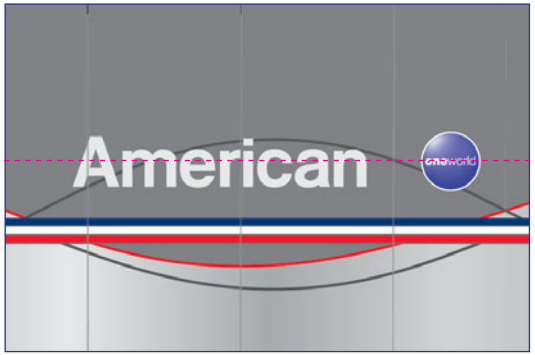
1. Select logo from the signage size relationship guide.

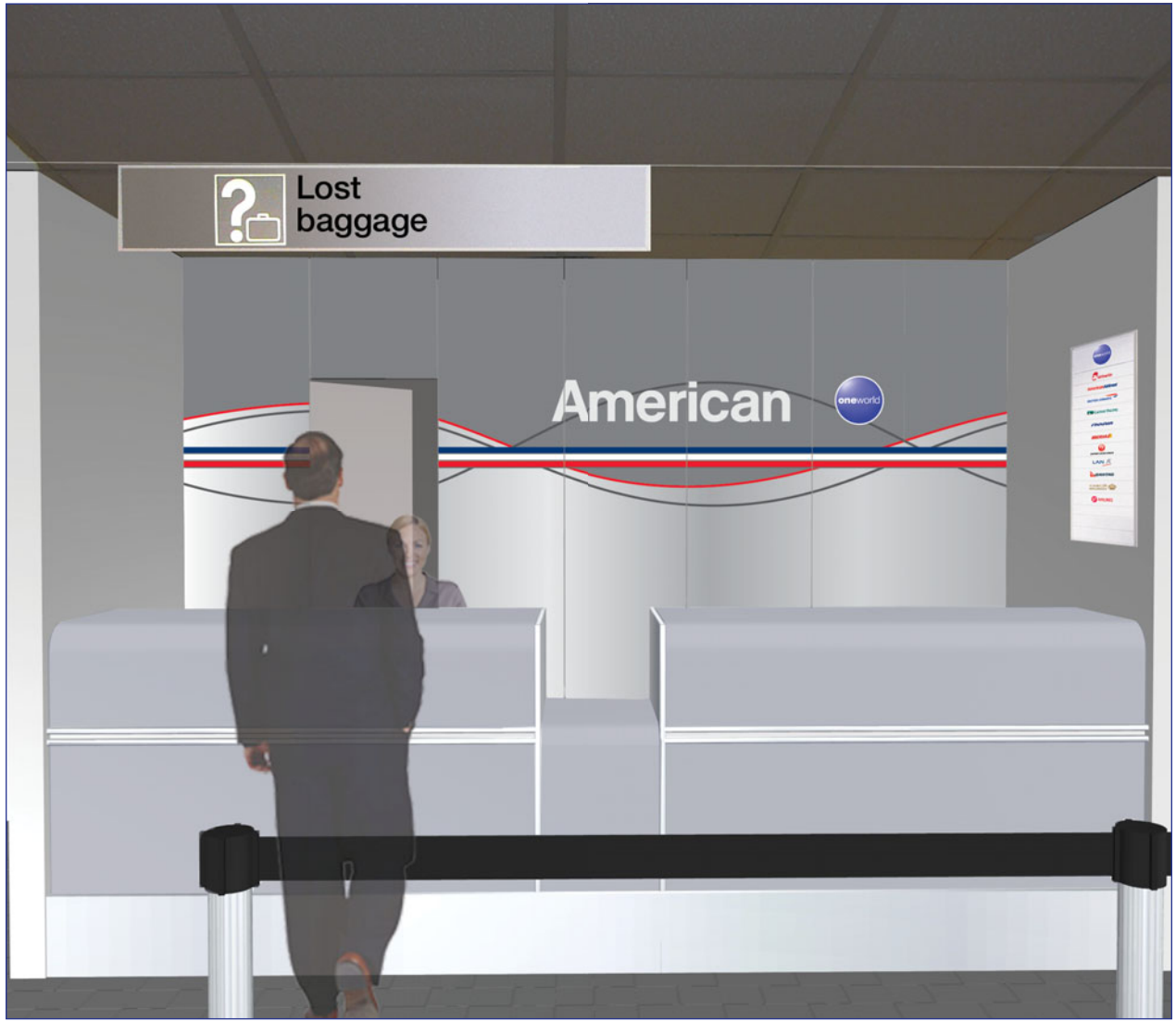


2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.



3. Scale the logos together so they fit comfortably within the sign, while maintaining at least 1/2 orb clear space on either side of the **one**world logo.

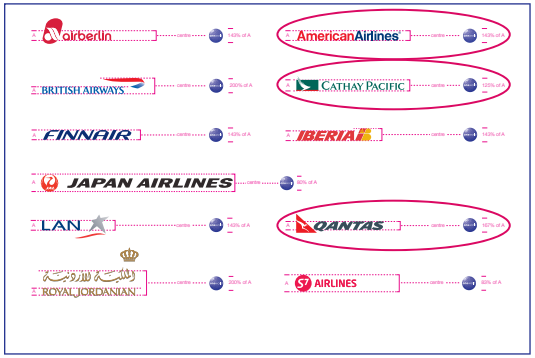




Baggage claim area / carousels

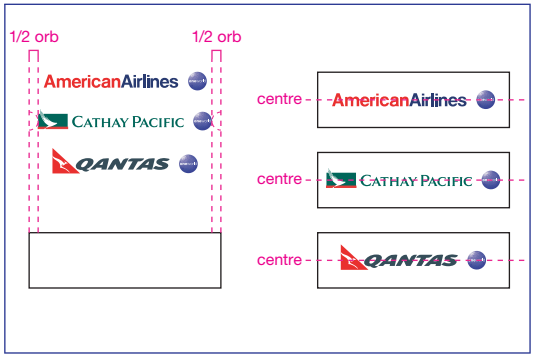
Special care should be taken at all co-locations to ensure airline logos are visually balanced with one another, and all **one**world logos are a consistent size and position. Follow the steps below to ensure proper application.

Select logos from the signage size relationship guide.

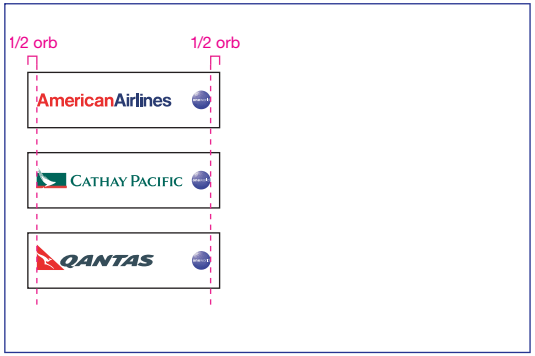


Scale the logos together so that the widest airline logo and **one**world logo pair fit within the sign width, while maintaining 1/2 orb clear space on either side.

Centre the airline and **one**world logo pairs within each panel.

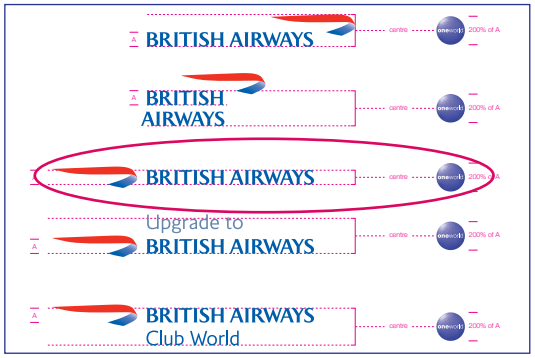


Move **one**world logos so they are flush along the right side, while still respecting the 1/2 orb clear space. Move the airline logos so they are flush along the left side with the same 1/2 orb clear space.

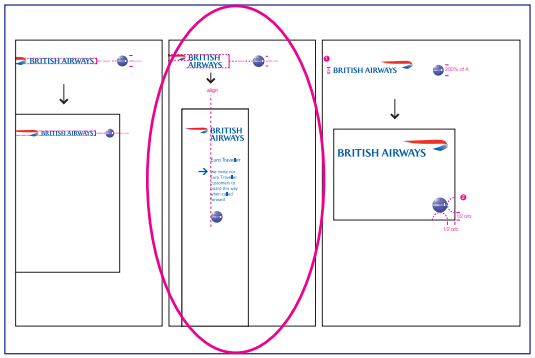


Carrier only totems

1. Select logo from the signage size relationship guide.



2. Determine most appropriate position guide for your application. Remember that lock-to-line is the preferred placement method, and should be used wherever possible.

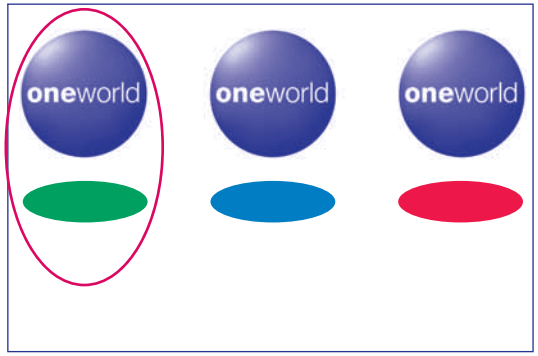


3. Position **one**world logo relative to airline logo per position guide instructions.

Frequent flyer card

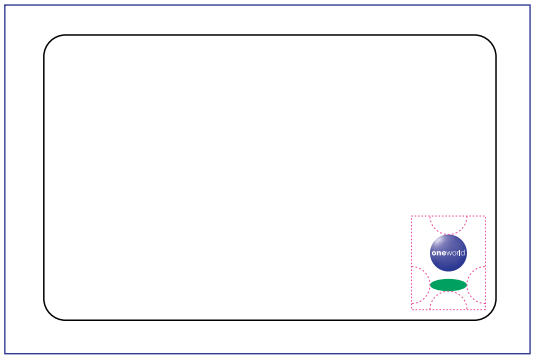
Rules for Frequent Flyer cards remain unchanged from previous guidelines.

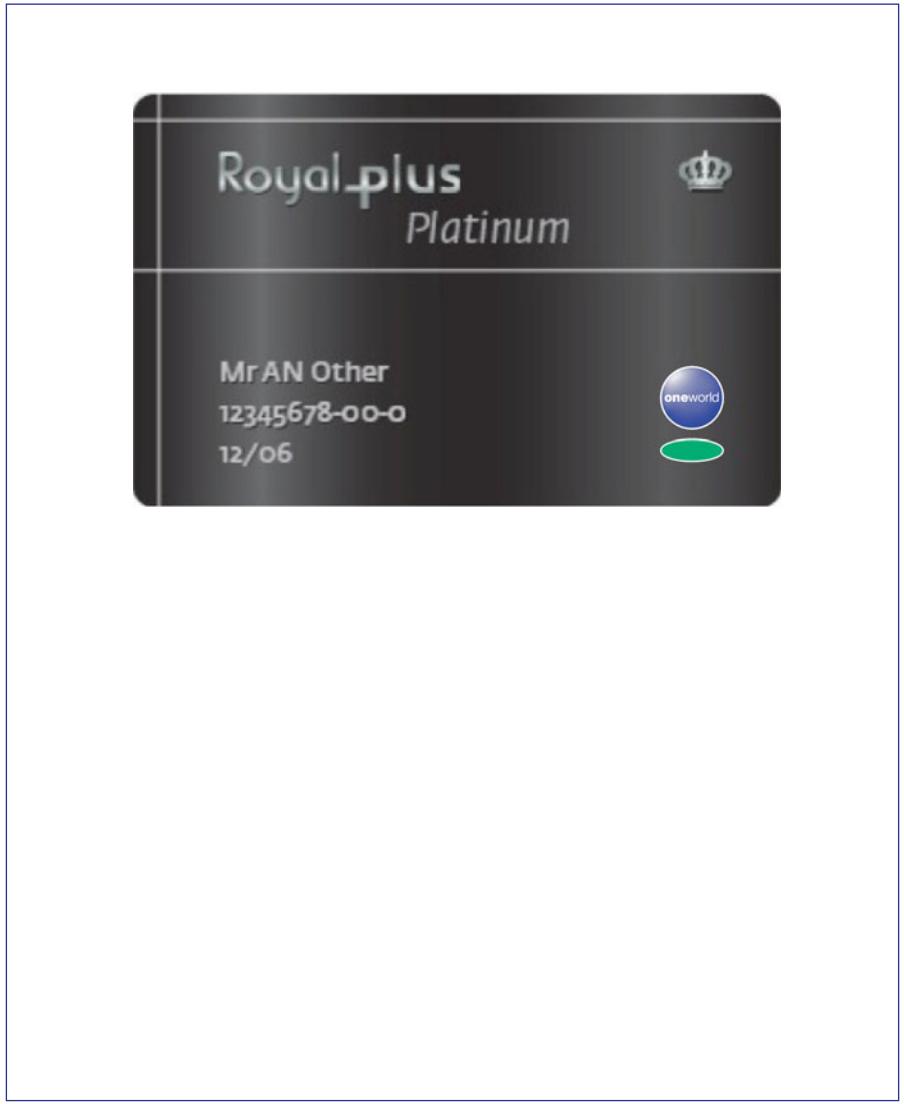
Select **one**world logo and gemstones corresponding to lounge access requirements.

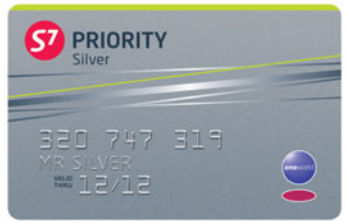


Scale the logo and gemstone to fit comfortably with the other elements on the card.

Position in the lower right corner, maintaining 1/2 orb clear space on all side. The **one**world logo should not be used smaller than 7 mm wide on Frequent Flyer cards.







For detailed guidelines of how to apply the **one**world® logo in your own airline's communications and signage materials, please refer to your airline corporate identity guidelines, available from your airline **one**world Design Group representative. To download any of the **one**world logo or logo stack artwork files, please visit the **one**world asset library on www.oneworldbrand.com

For further information contact:
Fiona Munn
Brand Manager
oneworld Management Company Inc
2 Park Avenue, Suite 1100 | New York | NY 10016 USA
Phone: +1(212) 716 0712 | Fax: +1(212) 251 6870
fiona.munn@oneworld.com

May 2012